

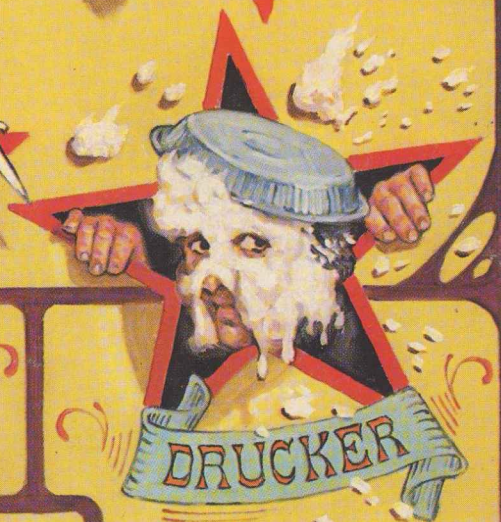
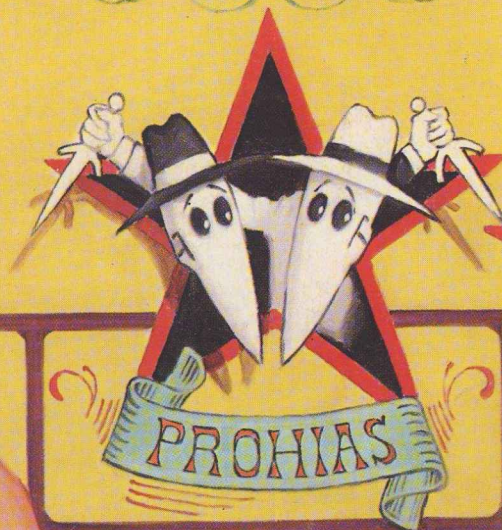
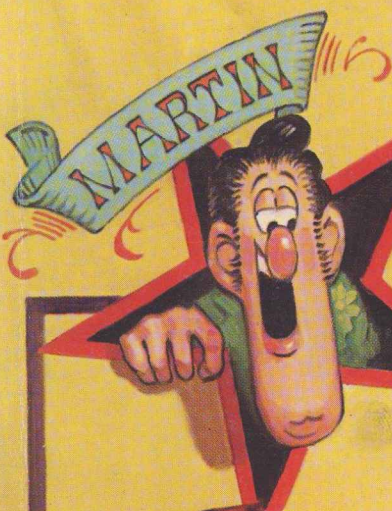
FALL
1985
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MAD^{IND}

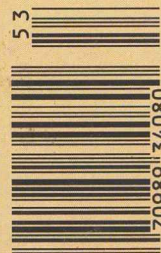
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SUPER STARS

VOLUME ONE



A Collection of Their
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THE CALL OF THE MILD



ARTIST & WRITER: DAVE BERG



SUPER SPECIAL FALL '85 NUMBER 52

MAD SUPERSTARS VOL. I

WILLIAM M. GAINES publisher **ALBERT B. FELDSTEIN** editor

LEONARD BRENNER art director **TOM NOZKOWSKI** production
NICK MEGLIN senior editor **JOHN FICARRA** associate editor
CONTRIBUTING ARTISTS AND WRITERS
the usual gang of idiots

MORT DRUCKER

Dullus	2
Flopeye	20
New Musicals Based On Big Movies	39
Raving Bully	66



ANTONIO PROHIAS

Spy vs Spy ...	9, 27, 37, 56, 63, 73, 83, 93, 96
The Treasure Map.....	51
The Old Ball Game	77



DAVE BERG

The Lighter Side Of	14, 32, 46, 58, 78, 88
---------------------------	---------------------------



DON MARTIN

Looks At Firemen	10
Another Look At Firemen	19
Looks At The Hulk	28
Late One Evening On Death Row	38
Looks At Popeye	52
One Day In The Life Of A Tennis Pro	57
Looks At Three Fairy Tales	64
Looks At Cavemen	74
Escapes From Prison ... Almost	84
In A Playland	94



CREEP IN THE HEART OF TEXAS DEPT.



TV programs about families have always been popular! The Nelsons, the Waltons, the Bradfords, the Ingles, the Cunninghams, etc., all these families had certain things in common: they were all happy, they all loved each other, and none of them had very much money! Now, a different type of TV family has emerged to capture the top ratings. These people are more like the Borgias than the Bradfords! These people hate each other, they're miserable, and they're filthy rich! Yep, we're talking about that nighttime "soap" about a typical Texas family, soaking in depravity and sex! Boy, when it comes to remembering that there are finer things in life, all that base immorality on the TV screen tends to numb us, to deaden us, to—

DU

I'm J. D. Phewing!
I'm mean, corrupt,
dishonest, evil
and loathsome!
And those are my
GOOD qualities!
My downright
nastiness has
made me the most
popular character
on TV, except for
maybe Miss Piggy!

I'm J. D.'s Brother,
Wary! I'm a snivelling
weak coward—and it's
all J. D.'s fault! When
we were kids, he used
to break all my toys—
and torture me! And
that was when he was
being **NICE** to me!!
When I got married, **HE**
went on the honeymoon
... with my wife!!

My name is
Juicy! Wary is
my Daddy!
At least I
think he is!
I'm a typical
Texas co-ed!
I'm majoring
in **Advanced
Sex, Partying,
Adultery and
Twirling!**

I'm Sullen Phewing,
J.D.'s beloved—hah—
Wife! J.D. tried to
have me committed a
couple of times just
because I'm an alco-
holic nymphomaniac
with **paranoid-schiz-
ophrenic tendencies!**
Luckily, my behavior
was considered **normal**
for a nighttime soap!

Hi! I'm J.D.'s
baby Brother,
Booby! I'm a
decent, moral
person! I'm
rather intel-
ligent, and
I'm normal in
all respects!
In other words,
I'm the family
SCHMUCK!

I'm Booby's Wife,
Spamella Phewing!
That snake, J.D.,
was responsible
for me having a
miscarriage! He
ruined my father,
destroyed my Broth-
er's career, and—
worst of all—cut
the **LABELS** off my
designer jeans!!



DULLUS



I'm Nelly Phewing . . . and this is my Husband, Jerk! We're the proud parents of these fine specimens of Dullus manhood! Last season, my Son, J.D. was shot, and a lot of folks thought that maybe I did it! Now, that's downright embarrassing! I mean, if I'd shot J.D., I wouldn't have just **WOUNDED HIM!**

You may be wond'rin' why all the Phewing ladies are wearin' **FUR COATS** to this outdoor barbecue when the weather here in Texas is **110° in the shade!** Well, we Phewings are **SO RICH**, the **ENTIRE RANCH** is air conditioned!

Score cards! Get your score cards here! You can't keep track of who's scoring with who without a score card!!



Mornin' y'all! Sorry I'm late, but a **Girl Scout** came to the door and I swindled her out of her **cookies!** And then I had to break up a **romance** between **Roy Greppser** and **Donna Pulverson!**

Donna! You remember! **Sam Pulverson's Widow!** He was involved in that **shady oil lease deal** with me and **Cess Pool**, who was married to **Messy!** She's the gal who was **cheatin'** with **Wary** after he married **Valvoline** who was runnin' around with lawyer **Phil Kleindingst!**

By God, I can't keep track of these people! I shoulda bought me one of them **score cards** in the last panel!!

Roy and **WHO?!**



ARTIST: MORT DRUCKER WRITER: LOU SILVERSTONE

I've got some **GOOD NEWS!** Juicy has got herself engaged!

Well, now! That **IS** good news!

I—I can't believe it! You're **HAPPY** I'm engaged?!

Of course I am, Darlin'! I'm lookin' forward to the pleasure of **breakin' it up**, then **destroyin'** your fiancée and his entire family, including **pets!** But even worse than that, I'm gonna **TELL** you when your **Bridal Shower** is . . . and **RUIN** your **SURPRISE!**



May I be excused?

Why? Got some last minute homework t'do!!?

No, I have some last minute making out t' do! This isn't "Eight Is Enough," y'know! Besides, I can't take these family meals! The Last Supper had to be a laugh riot compared to eating with the Phewings!

Hold on there, young lady! We all ENJOY these family meals! Why, jus' look at the SMILE on Mama's face!

WHAT smile?!? That's GAS!!



Since you obviously aren't MAN enough to give Daddy a Grandson like I did, Booby, I'd like to offer my services to help you out!

Why, that's right nice of you, J.D. . . wantin' to help out your little Brother that way!

Jus' cause your Wife had a BABY doesn't mean that you're the Father, J.D.! Not with YOUR Wife, it don't!

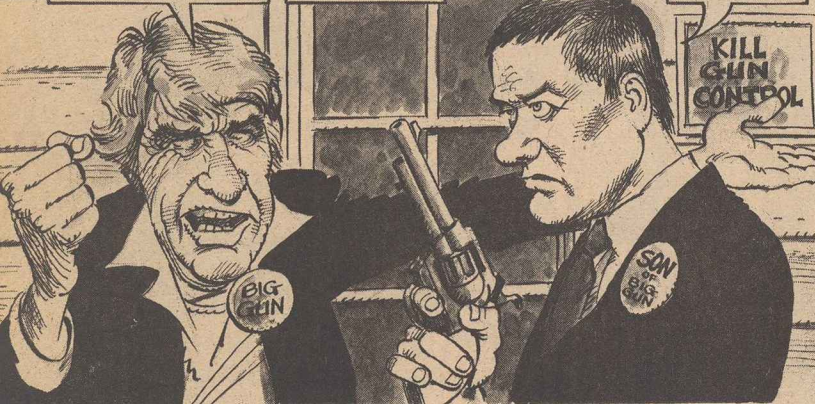


By God, J.D. . . you shouldn't let anyone talk bad about your Wife like that! Why, if anybody dared say that about your Mama, I'd kill 'im!

So would I, Daddy! No-body better say anythin' bad about Mama while I'M around!

Dammit, J.D.! For once, be a man! When somebody insults your Wife's honor, DO somethin'!

All right, Daddy! If that's what you want, then that's what I'll do! Just watch me!!



Now hear this!! If I find out that anybody's messin' around with my Wife, I'll KILL HIM!!

Hi Yo Silver! Away!

Gittum up Scout!

Who was that masked man?!?

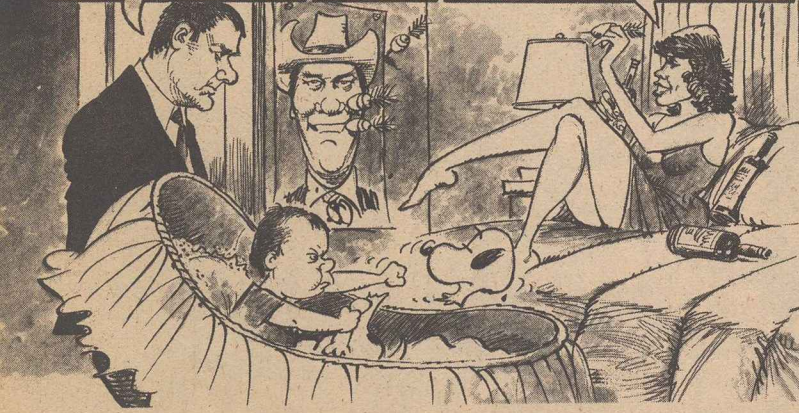


Sullen, I don't want you goin' around, casting doubts about me bein' the Father of our baby! Why, do you know what people are callin' me . . .??

The same thing they're callin' the baby, I imagine!

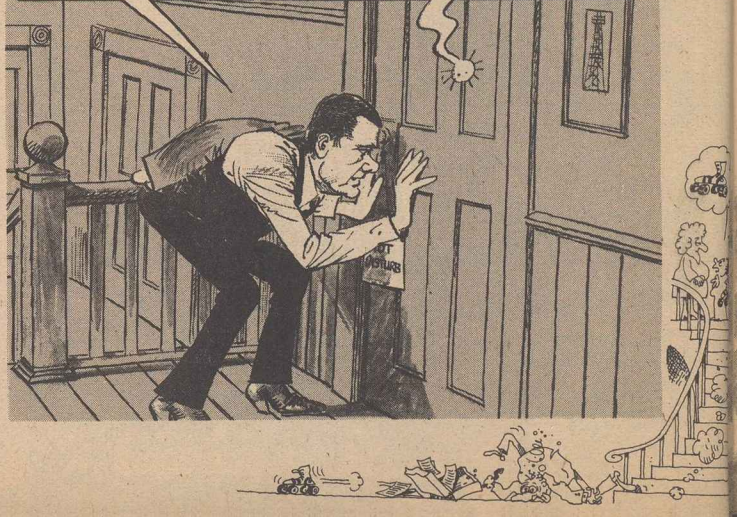
Y'know, he's a cute lil'l devil! I can't see how anyone can say I'm not his Daddy! He LOOKS jus' like me . . . an' he even ACTS jus' like me sometimes!

Only when he gets diaper rash!



Hmmm! Next week is Booby's birthday! I gotta do somethin' real special for him! I know!! I'll break up his marriage . . .!

Dammit, Spam! Our marriage is fallin' apart! Now, I KNOW you don't want to have a BABY . . . but puttin' on RUBBER GLOVES to shake hands with me is goin' jus' a lil'l too far!!



Well, it's not all **MY** fault our marriage is failing!! How about **YOU** and this **HENNA MAID**!?

I **TOLD** you!! There's nothing between us! Henna is just an old school chum!

Yeah? Well, don't hold any more **CLASS REUNIONS** here in our bed!!

The eyes of Texas are upon you—

Come to think of it, **WHY** would I want to break up that marriage?

Grandma, the Phewings are so rich and beautiful!! How come everybody is so miserable??

That's 'cause the TV audience enjoys seeing rich people suffer! It makes their **OWN** dull lives seem more tolerable!

TINKLE!

TINKLE?

SLAM!

Would you believe my image is being ruined by that hockey puck wearing a **Roy Rogers** hat . . . that yo-yo who walks like his jockey shorts are twisted?!? Thanks to **THAT** dummy, people think I'M a **NICE GUY**!!

Compared to him, we're **ALL** considered nice guys!!

JD PHEW CO.

76

I LOST AT LOVE

J.D., I've got to talk to you!!

Lowland, this better be important! I don't like being disturbed when I'm doing important business like interviewing some new **Secretaries**!!

Secretaries?!? They look more like **Dullus Cheerleaders**!

On this show, all the gals look like **Dullus Cheerleaders**!

Gi'me a J . . .

Gi'me a D . . .

Gi'me a **PHEW**!

Gi'me an **ING**!

PHEW'S

Our project converting the **John Wayne Memorial Park** into a real estate development has hit a snag! The **Alamo Sisterhood Society** has vowed to stop us! They're threatening to chain themselves to the statue of **Roger Staubach** . . . !!

Of course, we **COULD** use the **LAW**, and have them removed **LEGALLY**!

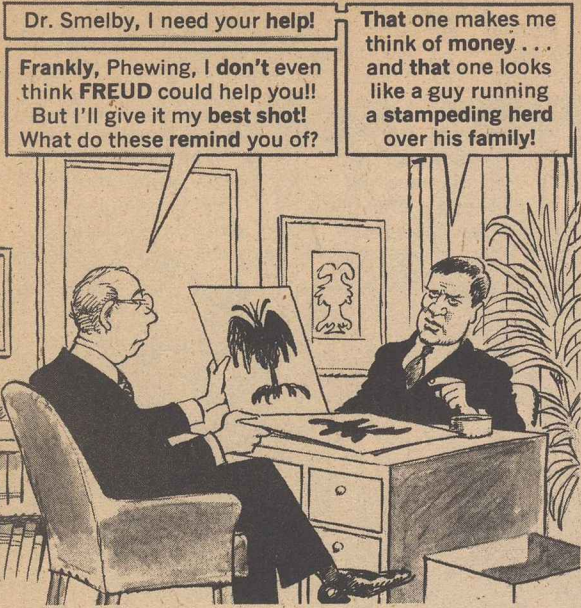
LEGALLY? You must be **KIDDING**! Are you trying to ruin my reputation?!

That's no problem! **A.S.S.** is a group of ladies, right?! I'll just turn on the old **Phewing** charm and seduce the gal in charge!

Uh . . . the **Leader** of the group is your **Wife**, **Sullen**!!

Well . . . now we **DO** have a problem! That's the **ONE** lady in Texas that I **CAN'T** sweet talk into bed!

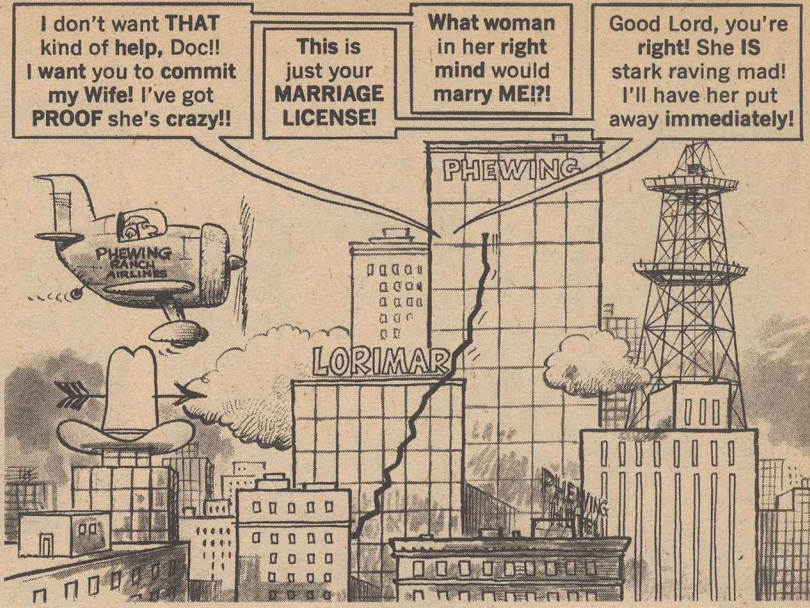
Hold it! Hey, I think I've got it . . .



Dr. Smelby, I need your help!

Frankly, Phewing, I don't even think **FREUD** could help you!! But I'll give it my **best shot!** What do these remind you of?

That one makes me think of money... and that one looks like a guy running a stampeding herd over his family!

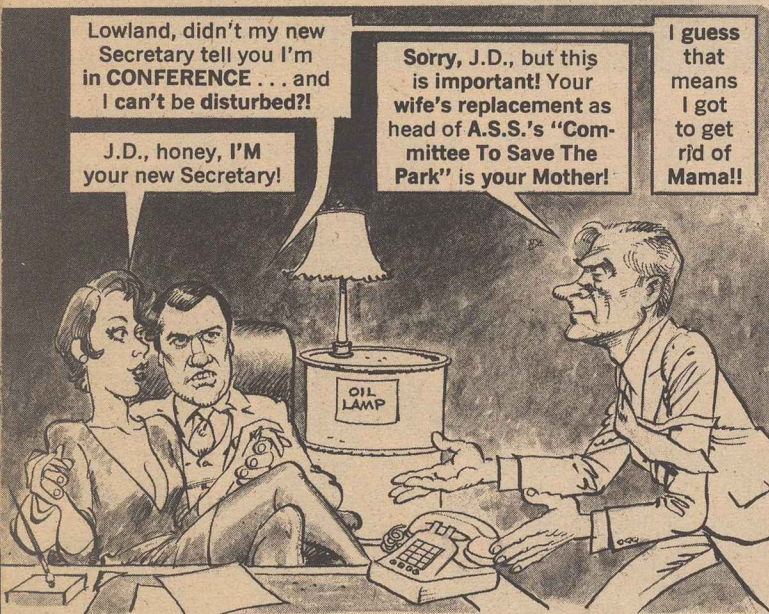


I don't want **THAT** kind of help, Doc!! I want you to commit my Wife! I've got **PROOF** she's crazy!!

This is just your **MARRIAGE LICENSE!**

What woman in her right mind would marry ME?!!

Good Lord, you're right! She **IS** stark raving mad! I'll have her put away immediately!

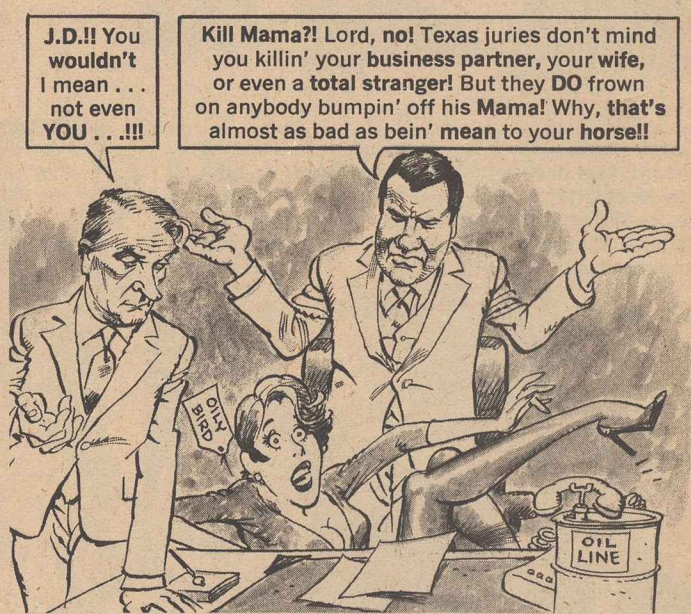


Lowland, didn't my new Secretary tell you I'm in **CONFERENCE**... and I can't be disturbed?!

J.D., honey, I'M your new Secretary!

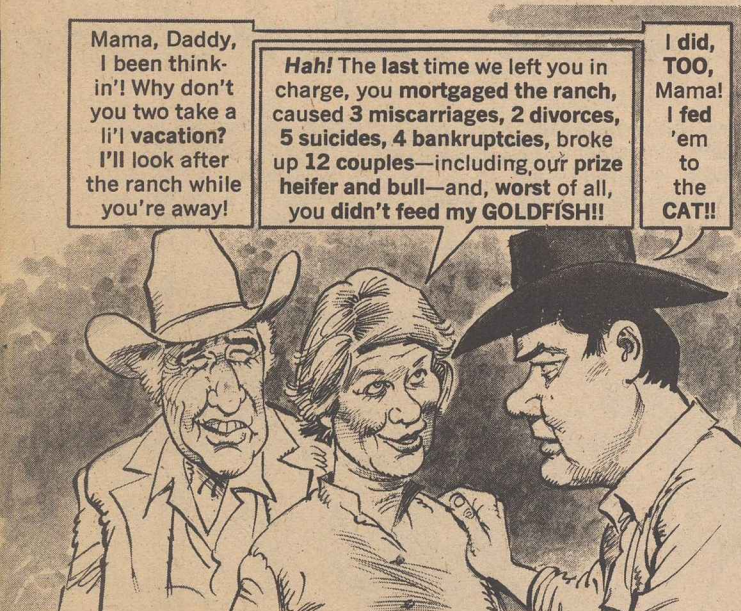
Sorry, J.D., but this is important! Your wife's replacement as head of A.S.S.'s "Committee To Save The Park" is your Mother!

I guess that means I got to get rid of Mama!!



J.D.!! You wouldn't I mean... not even **YOU**... !!!

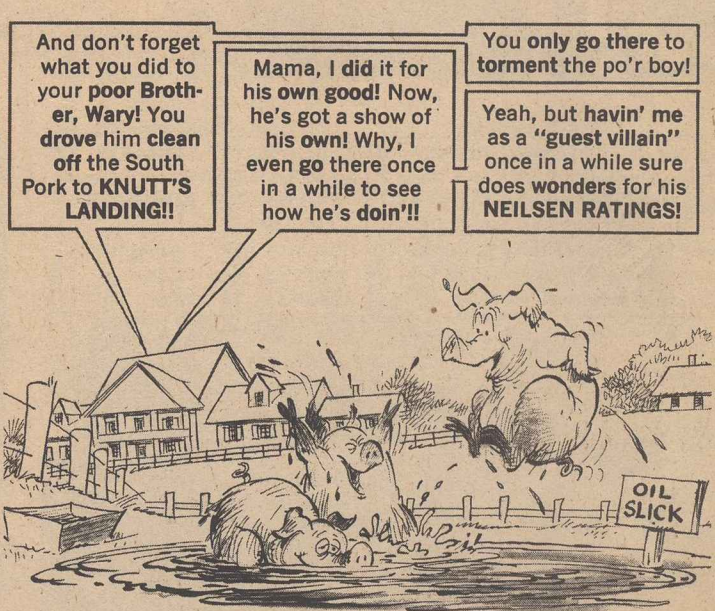
Kill Mama?! Lord, no! Texas juries don't mind you killin' your business partner, your wife, or even a total stranger! But they **DO** frown on anybody bumpin' off his Mama! Why, that's almost as bad as bein' mean to your horse!!



Mama, Daddy, I been thinkin'! Why don't you two take a li'l vacation? I'll look after the ranch while you're away!

Hah! The last time we left you in charge, you mortgaged the ranch, caused 3 miscarriages, 2 divorces, 5 suicides, 4 bankruptcies, broke up 12 couples—including our prize heifer and bull—and, worst of all, you didn't feed my **GOLDFISH!**

I did, **TOO**, Mama! I fed 'em to the **CAT!!**



And don't forget what you did to your poor Brother, Wary! You drove him clean off the South Pork to **KNUTT'S LANDING!!**

Mama, I did it for his own good! Now, he's got a show of his own! Why, I even go there once in a while to see how he's doin'!!

You only go there to torment the po'r boy!

Yeah, but havin' me as a "guest villain" once in a while sure does wonders for his **NEILSEN RATINGS!**



I'm afraid I can't leave now, J.D.! I'm in charge of The A.S.S. Committee To Save The Park!

I didn't know you were so interested in preserv-ing nature!

What nature?!? I'm interested in preserv-ing our life style! They plan to put up condominiums that will sell for half a million each! We can't let low-down trash like that move into our neighborhood!

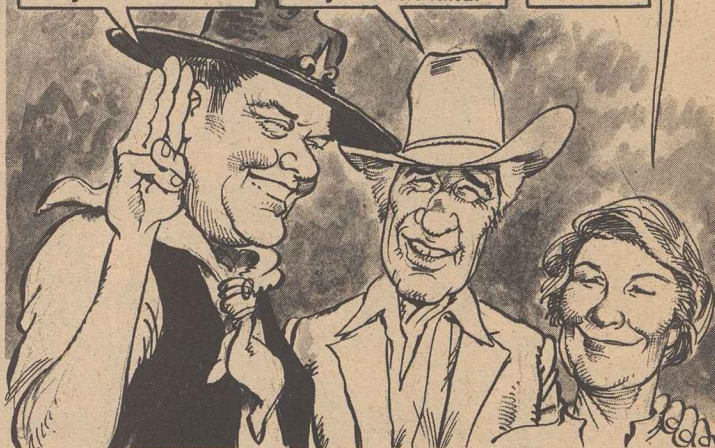


You don't have to worry, Mama! I'LL see to it that nothing happens to your park while you're away! Scout's Honor!

Maybe we **SHOULD** go, Nelly! I'd like to visit **New Mexico!** I've been thinkin' of buyin' some land!

What **PART** of New Mexico?

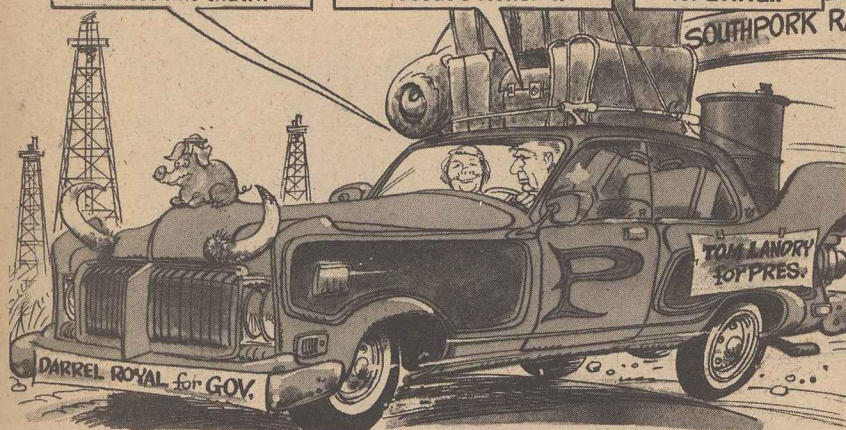
The **WHOLE STATE?**



Joke, don't you think J.D. seemed kind of anxious to get rid of us? Packin' our bags and makin' us peanut butter and jelly sandwiches like that?!!

You're too suspicious, Miss Nelly! Anyway, he promised to see that the park would be safe! He even gave you his "Scout's Honor"!!

I know! But remember! J.D. was the only **Boy Scout** who ever earned a **Merit Badge** for **LYING!!**



Miss Nelly, I think we've got to **TRUST** J.D. on this!

WHY ... ? Because he's our **SON ... ?!**

No ... because in order for his ridiculous, underhanded schemes to **WORK**, people have to **TRUST** him, even though they end up gettin' **SCREWED EVERY TIME!!**



Good work, J.D.! With Miss Nelly gone, the opposition collapsed! We'll make a fortune on this!

Now that's funny! I thought you said **"WE"**! Didn't I tell you—this entire project belongs to me!

There goes J.D., pullin' another double-cross on poor ol' Lowland!

No wonder he got shot!

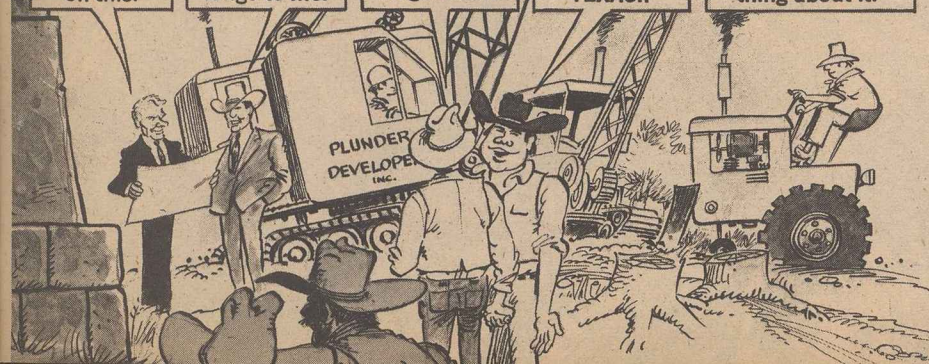
I can't understand all the fuss over the shootin' of one varmint! Especially here in **TEXAS!!**

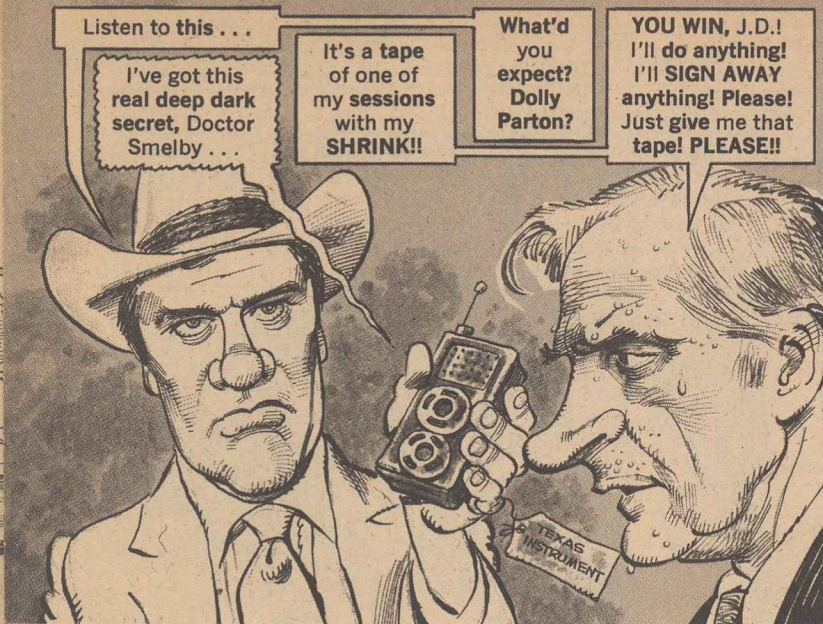
Hell, Hopalong Cassidy, Matt Dillon and The Lone Ranger used to shoot **DOZENS** of people every week, and nobody ever thought a thing about it!

why, J.D., you lousy crook! You'd swindle your own Mother!

I **DID**, a few panels back! Now, it's your turn! Lowland, I've got some information that'd **RUIN** you if I made it public!!

Forget it, J.D.! You can't blackmail me! Everybody **KNOWS** that I cheat on my wife, gamble, and swindle my depositors! I'm trying to get my own series!





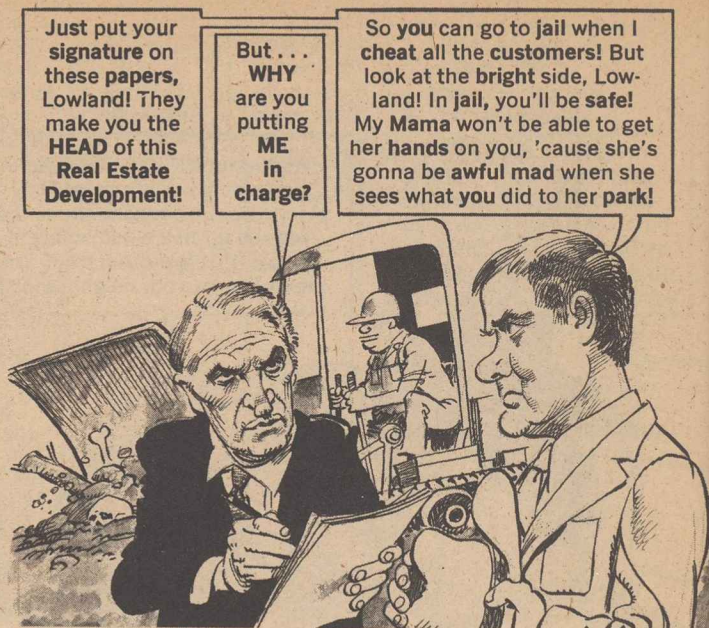
Listen to this . . .

I've got this real deep dark secret, Doctor Smelby . . .

It's a tape of one of my sessions with my **SHRINK!!**

What'd you expect? Dolly Parton?

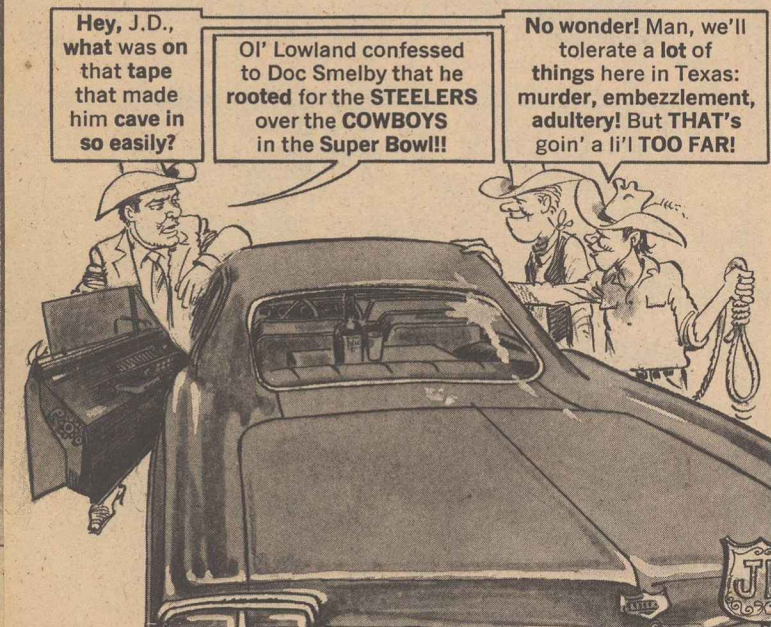
YOU WIN, J.D.!
I'll do anything! I'll **SIGN AWAY** anything! Please! Just give me that tape! **PLEASE!!**



Just put your signature on these papers, Lowland! They make you the **HEAD** of this **Real Estate Development!**

But . . . **WHY** are you putting **ME** in charge?

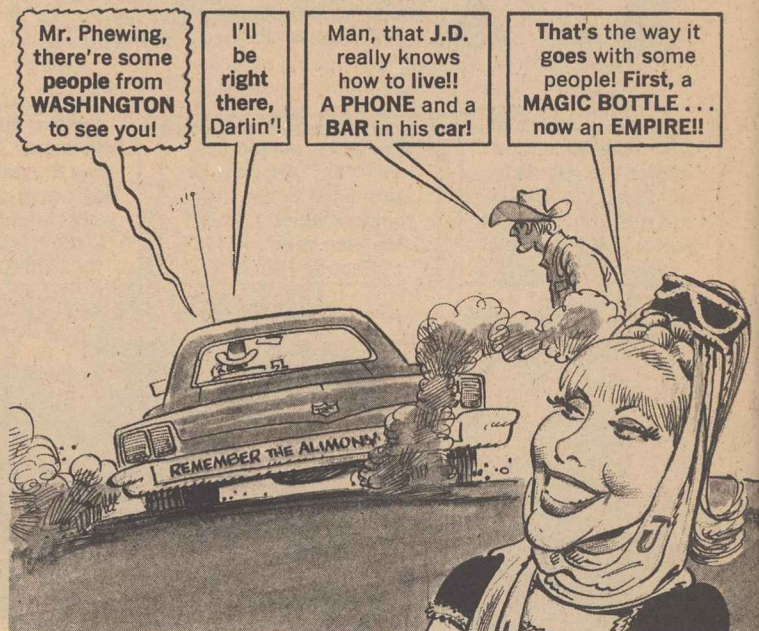
So you can go to jail when I cheat all the customers! But look at the bright side, Lowland! In jail, you'll be safe! My Mama won't be able to get her hands on you, 'cause she's gonna be awful mad when she sees what you did to her park!



Hey, J.D., what was on that tape that made him cave in so easily?

Ol' Lowland confessed to Doc Smelby that he rooted for the **STEELERS** over the **COWBOYS** in the Super Bowl!!

No wonder! Man, we'll tolerate a lot of things here in Texas: murder, embezzlement, adultery! But **THAT's** goin' a li'l **TOO FAR!**

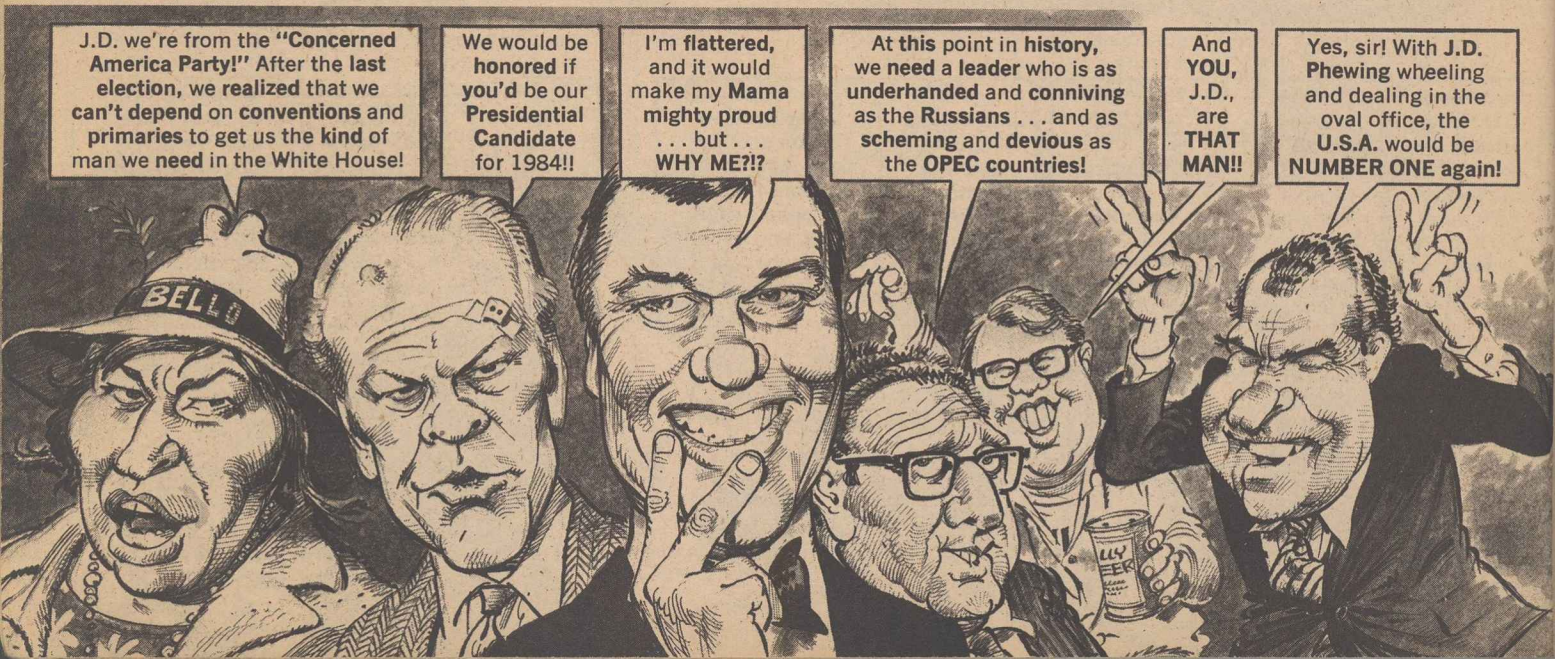


Mr. Phewing, there're some people from **WASHINGTON** to see you!

I'll be right there, Darlin'!

Man, that J.D. really knows how to live!! A **PHONE** and a **BAR** in his car!

That's the way it goes with some people! First, a **MAGIC BOTTLE . . .** now an **EMPIRE!!**



J.D. we're from the "**Concerned America Party!**" After the last election, we realized that we can't depend on conventions and primaries to get us the kind of man we need in the White House!

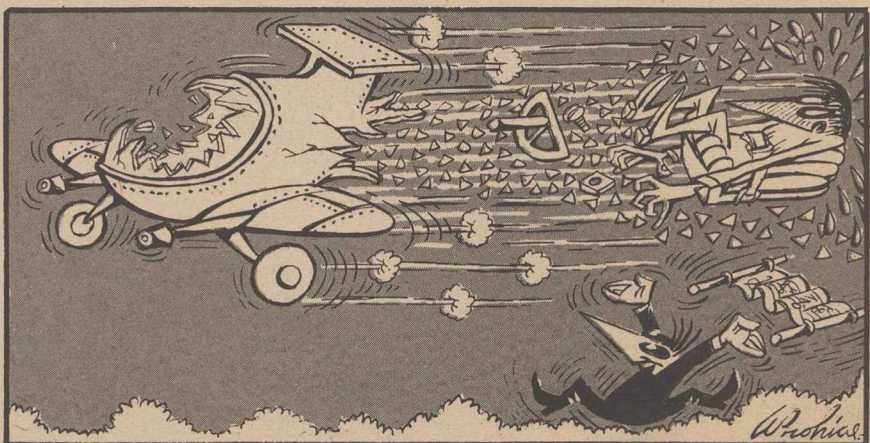
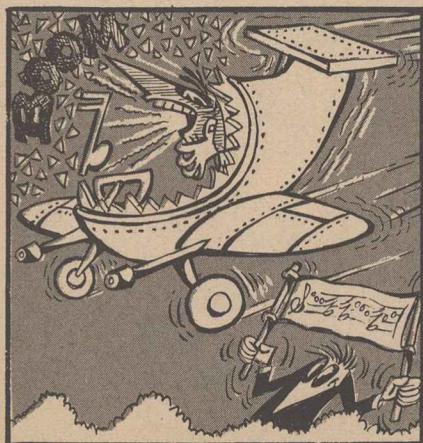
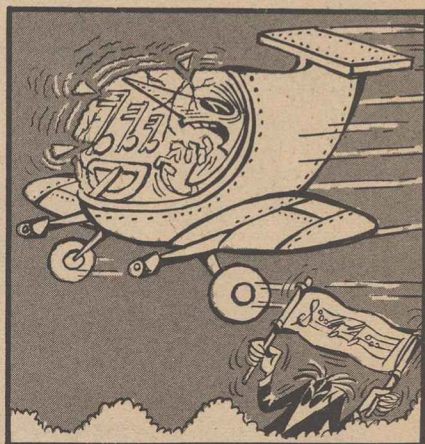
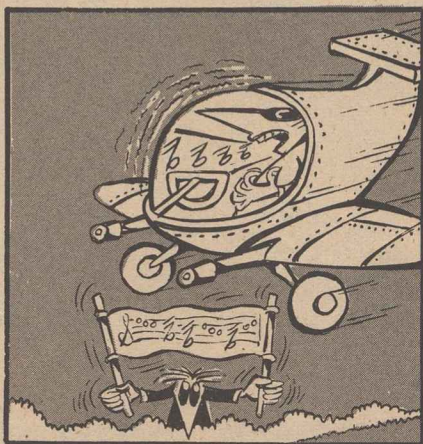
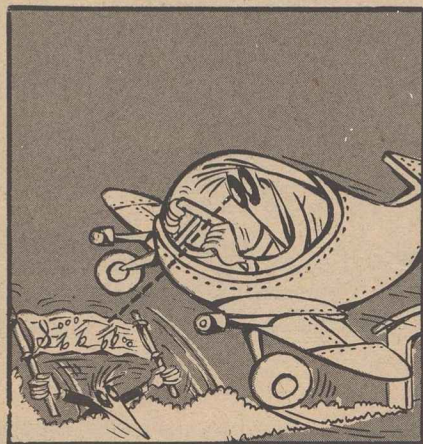
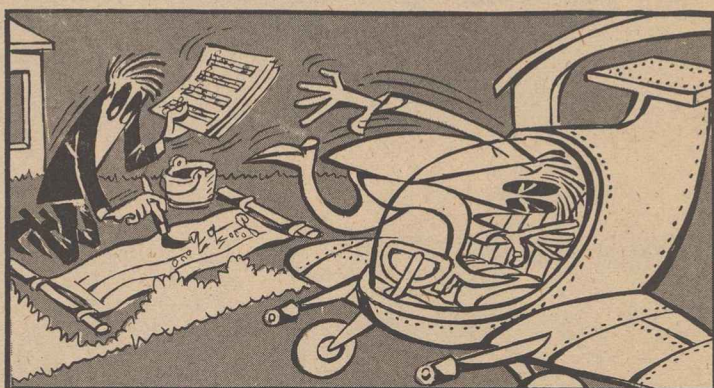
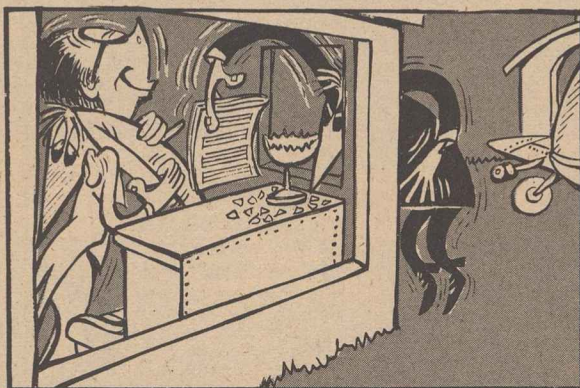
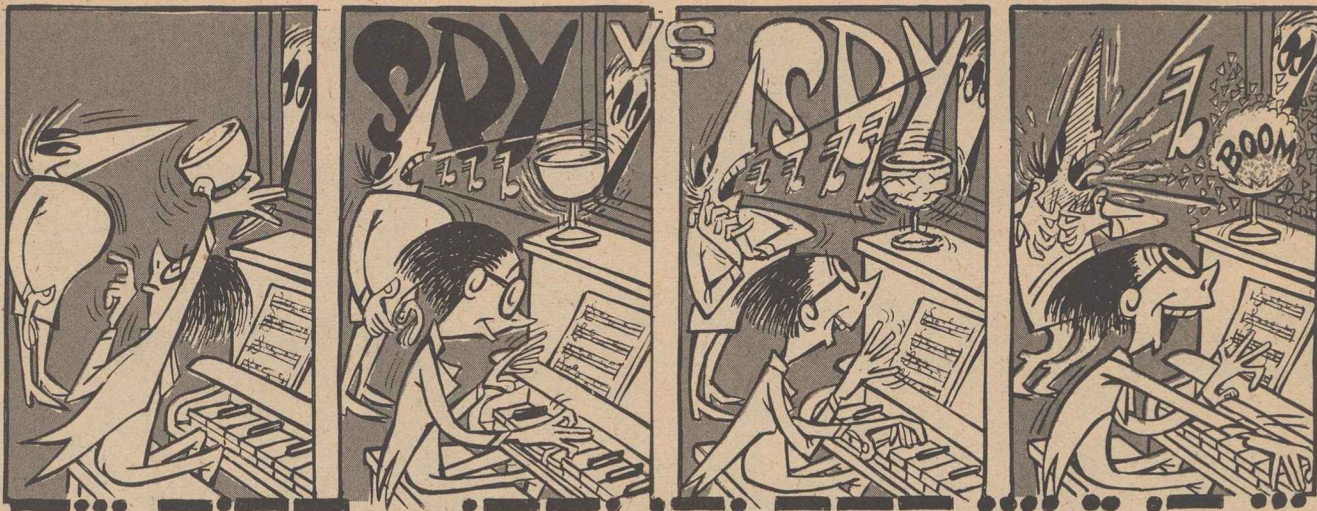
We would be honored if you'd be our **Presidential Candidate** for 1984!!

I'm flattered, and it would make my Mama mighty proud . . . but . . . **WHY ME???**

At this point in history, we need a leader who is as **underhanded** and **conniving** as the **Russians . . .** and as **scheming** and **devious** as the **OPEC countries!**

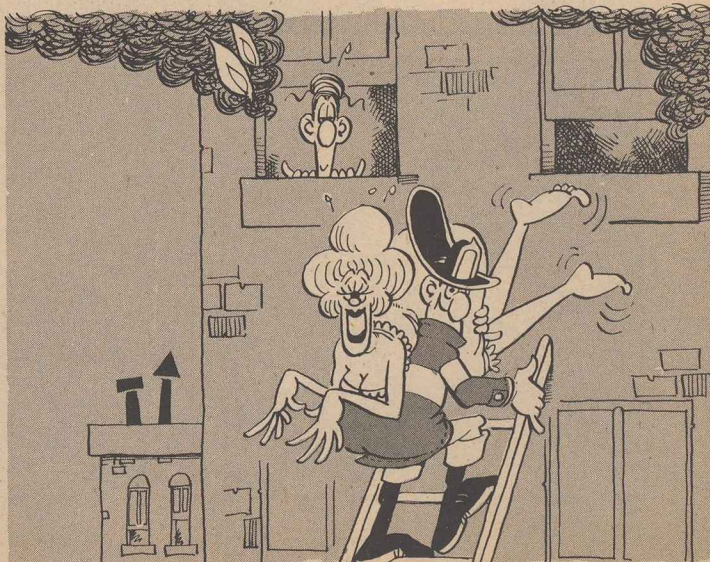
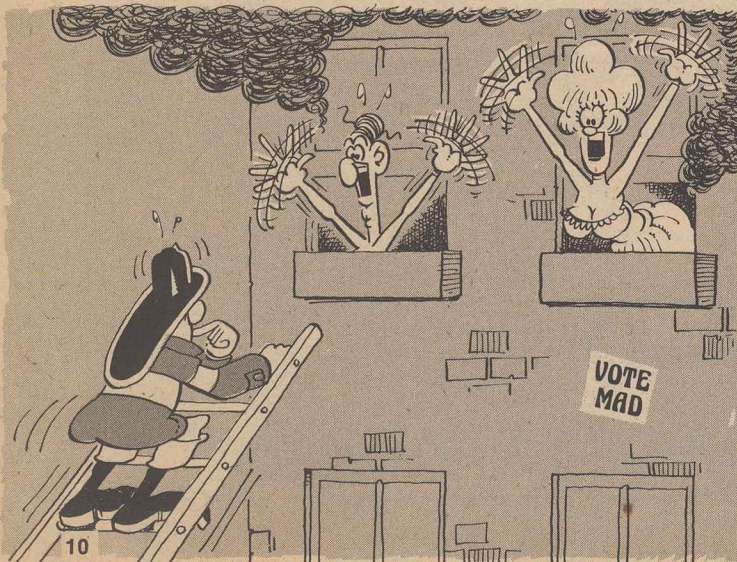
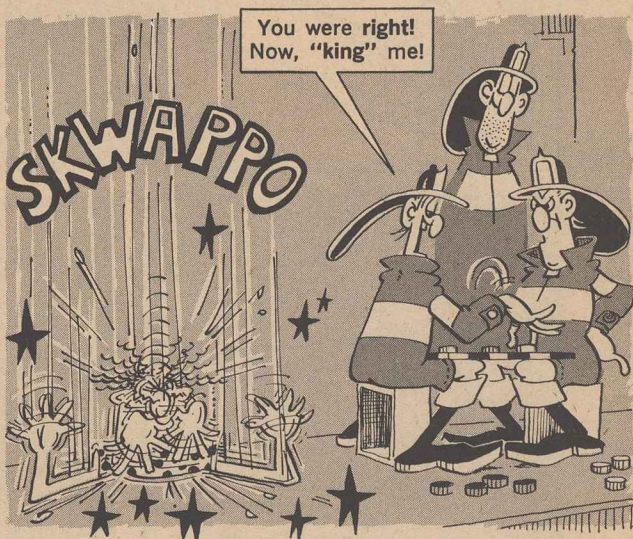
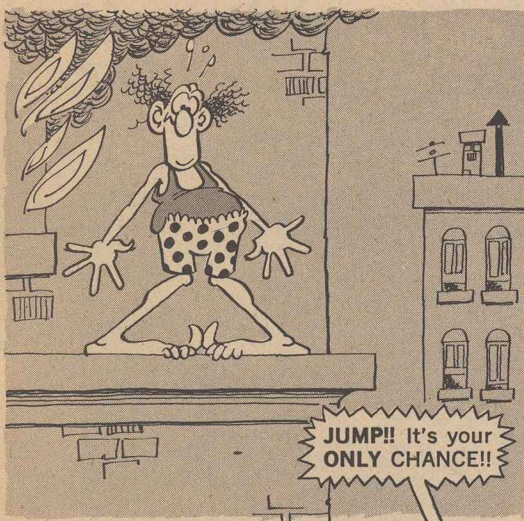
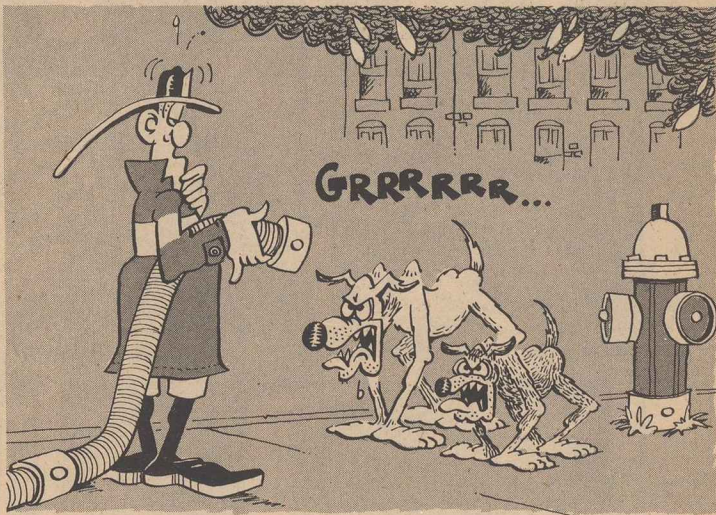
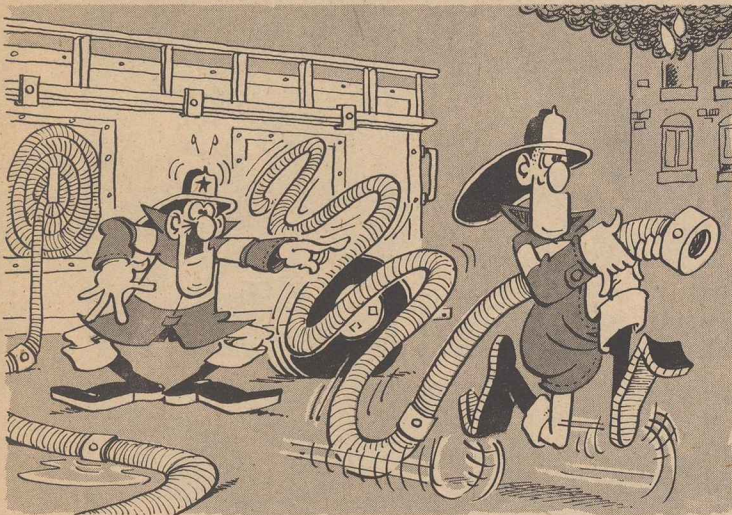
And **YOU, J.D.,** are **THAT MAN!!**

Yes, sir! With J.D. Phewing wheeling and dealing in the oval office, the **U.S.A.** would be **NUMBER ONE** again!



Wholes

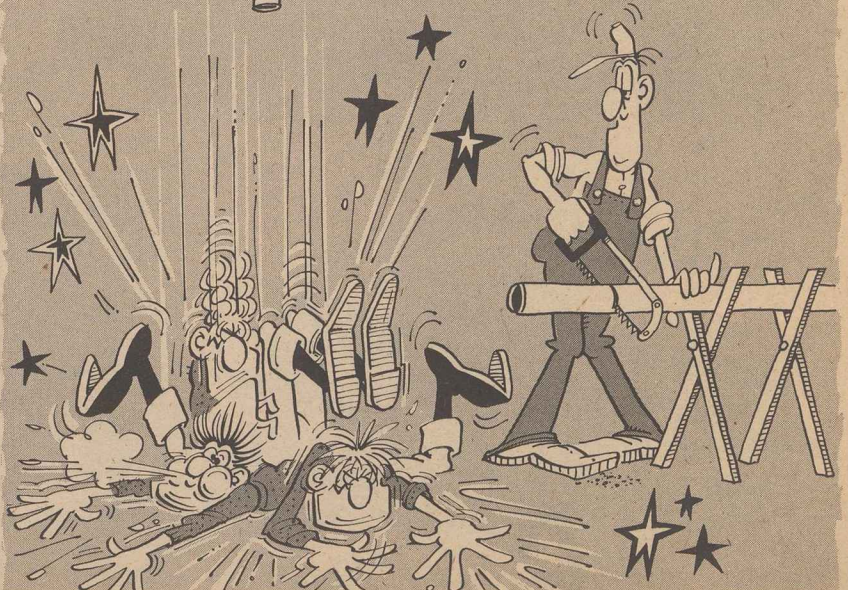
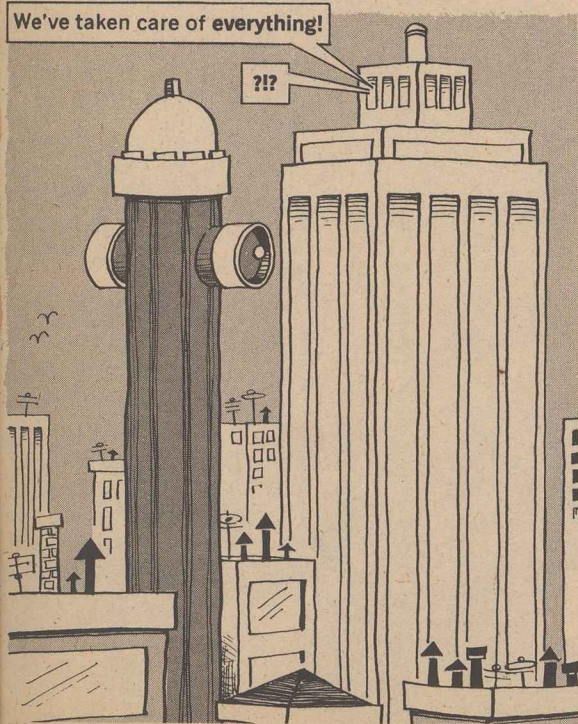
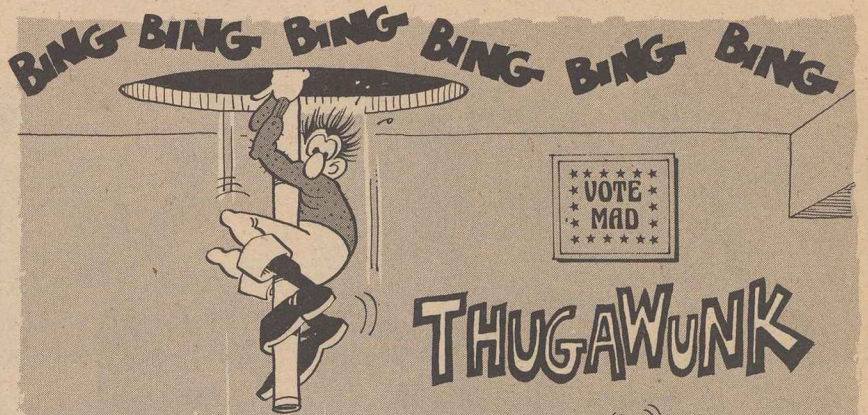
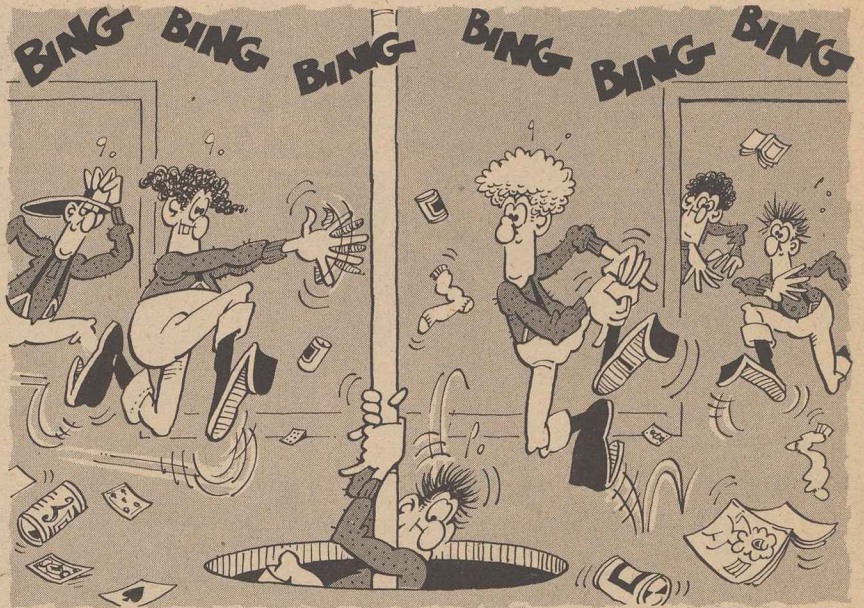
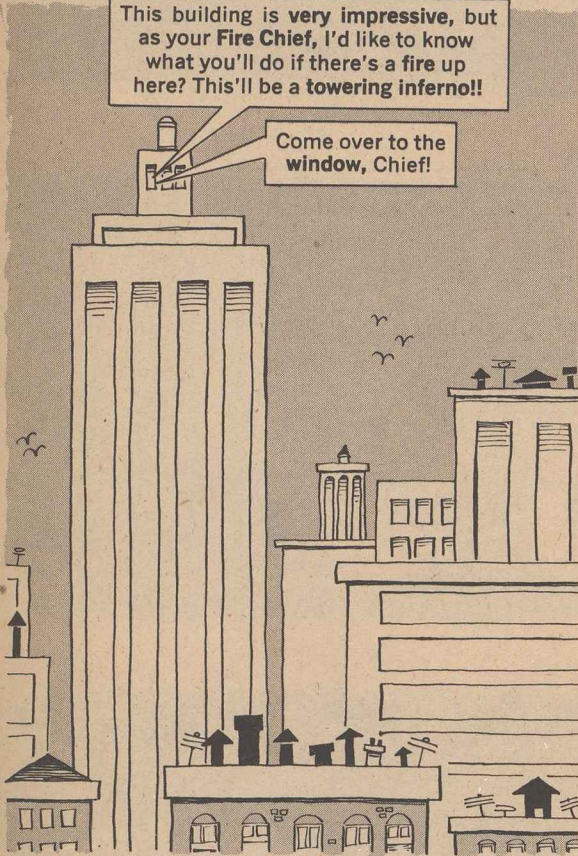
DON MARTIN LOOKS AT

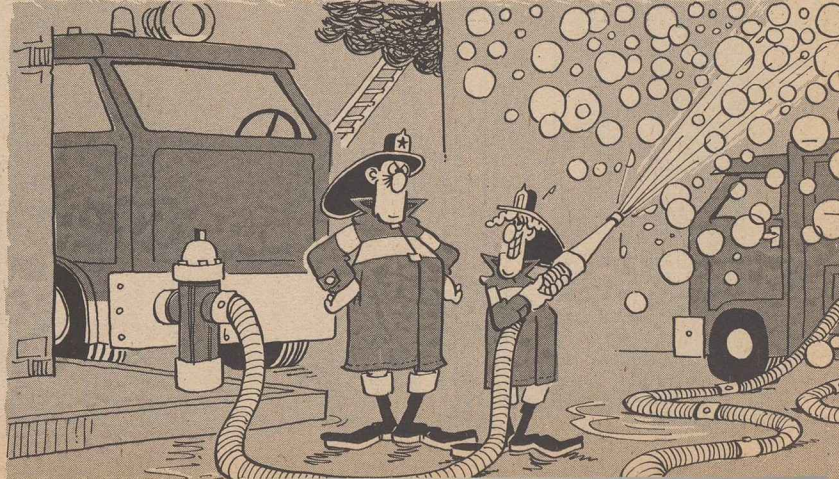
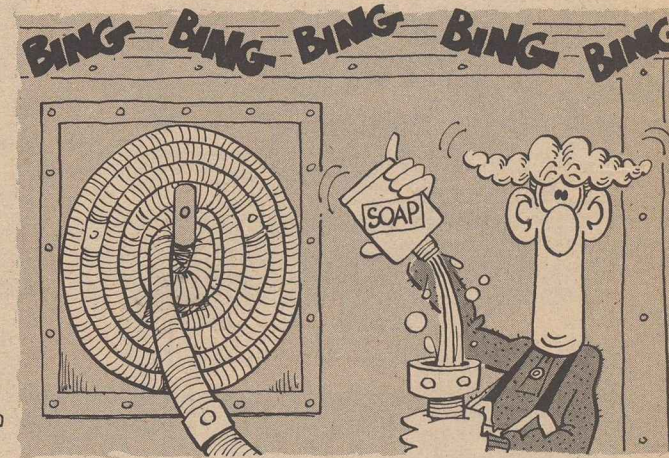
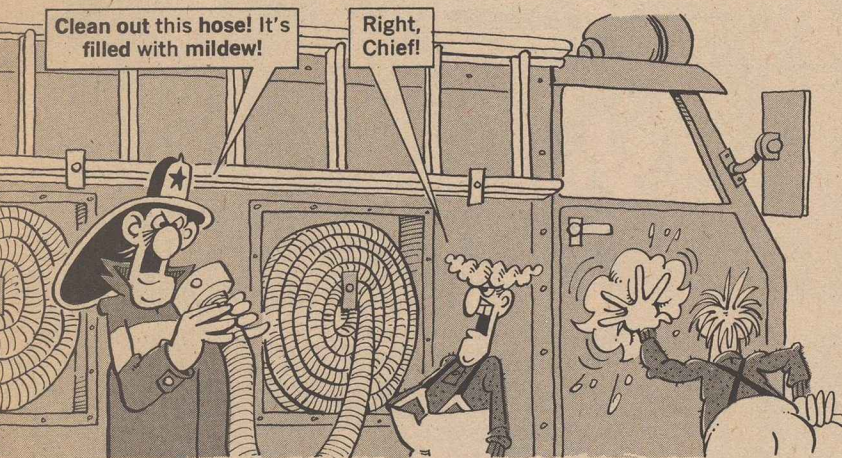
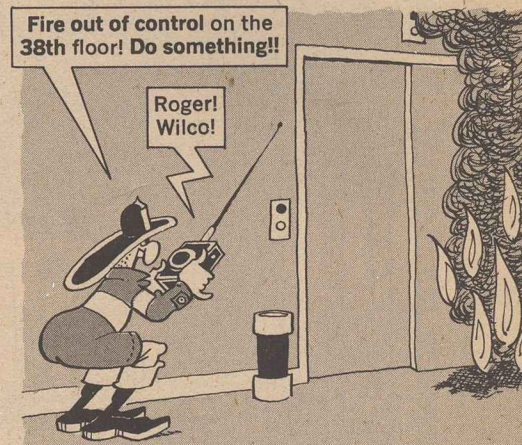
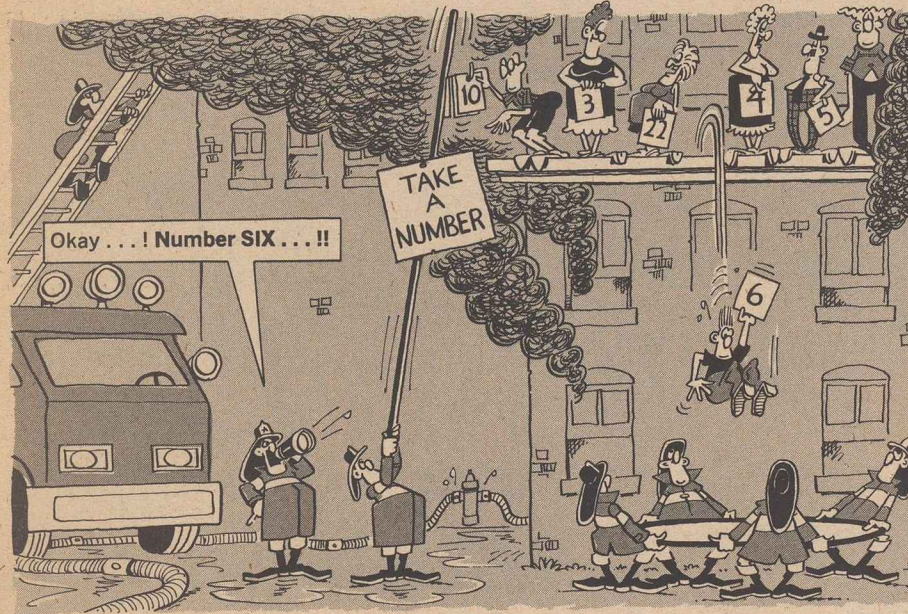
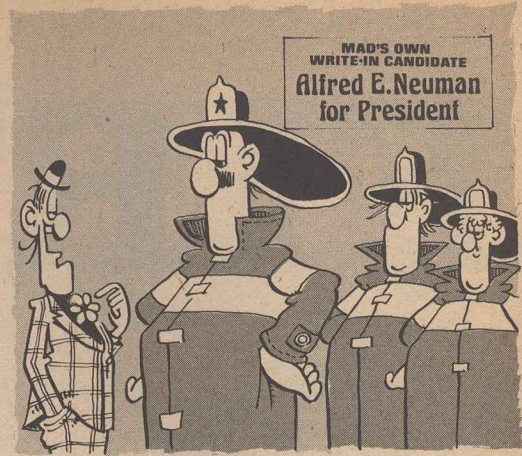
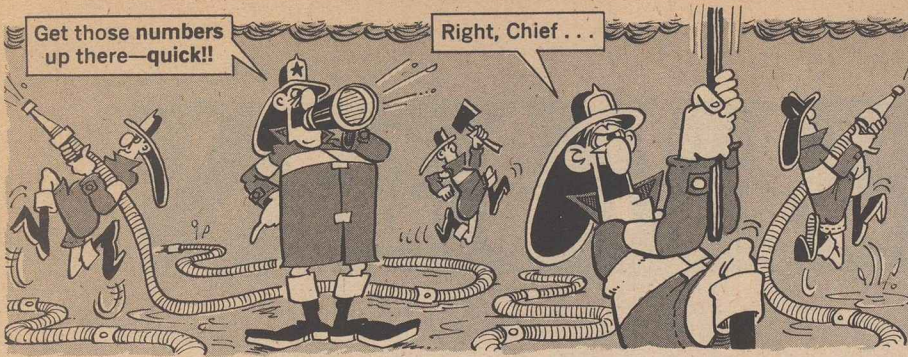


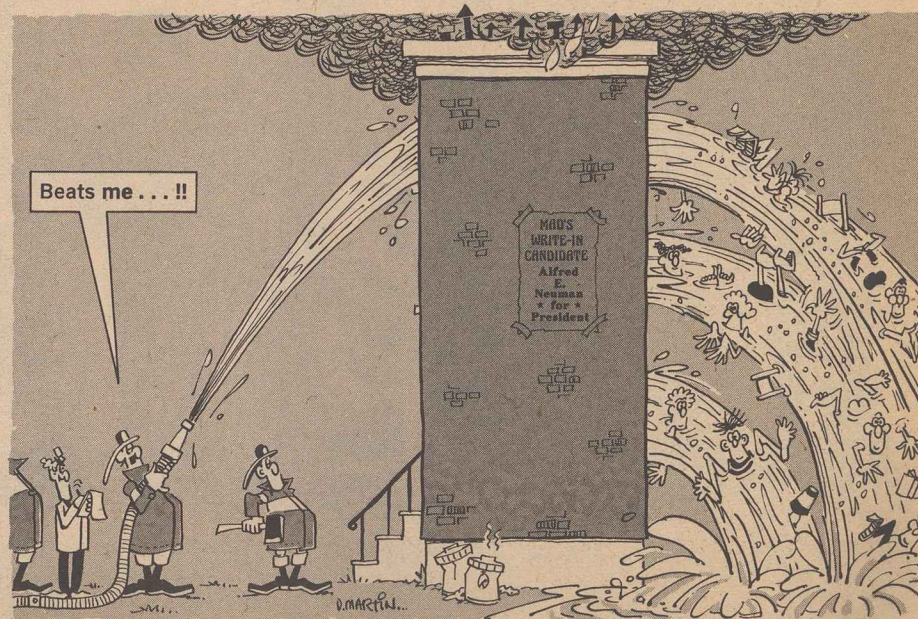
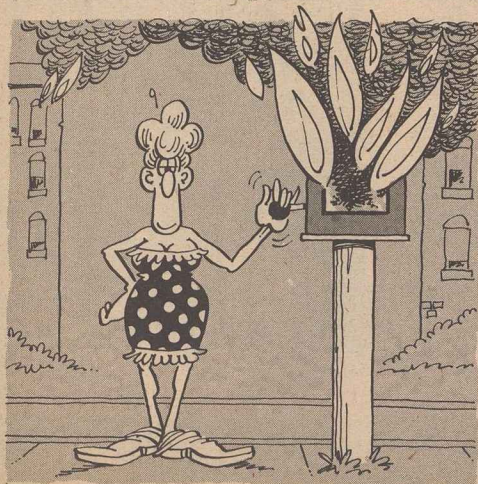
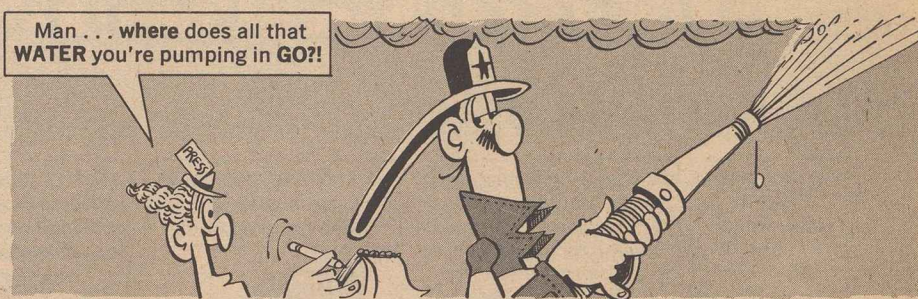
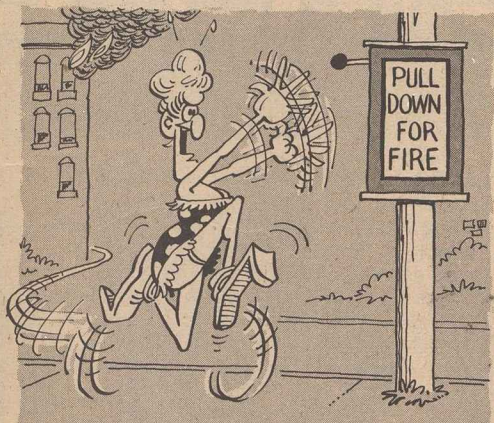
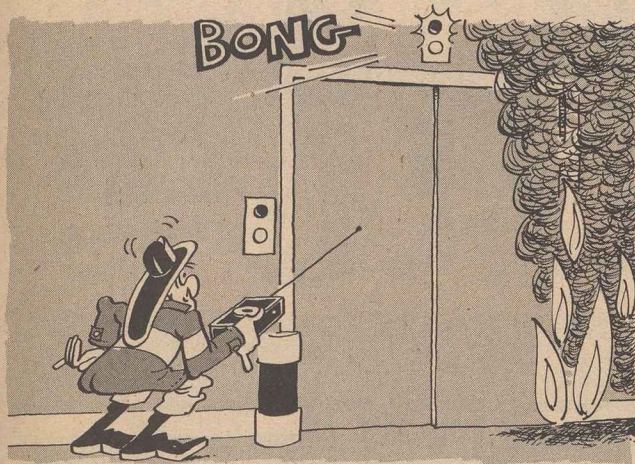
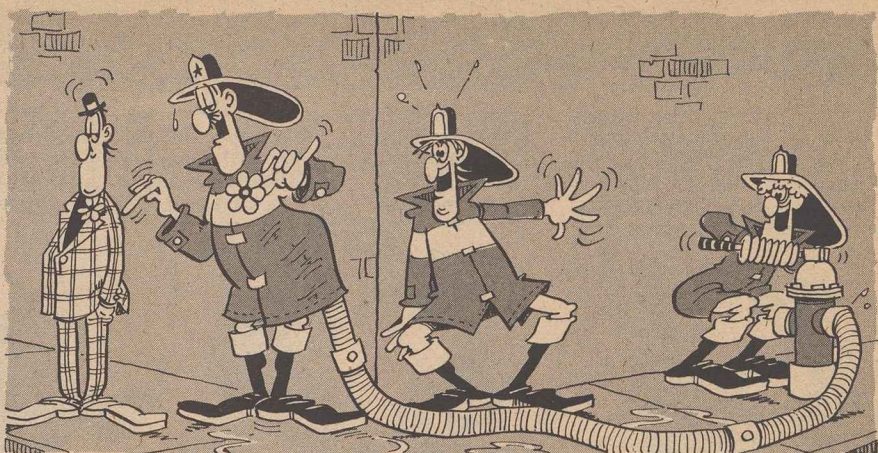
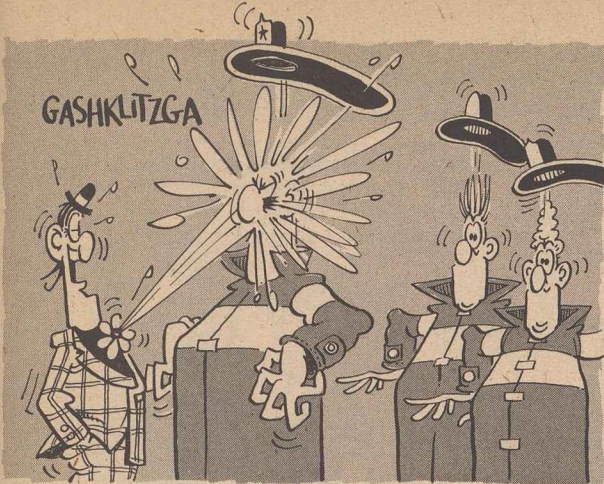
FIREMEN

This building is very impressive, but as your Fire Chief, I'd like to know what you'll do if there's a fire up here? This'll be a towering inferno!!

Come over to the window, Chief!







DRUGS

Harry ... I've got something very serious to tell you! I discovered that our SON is messing around with DRUGS!

Oh ... ?!?

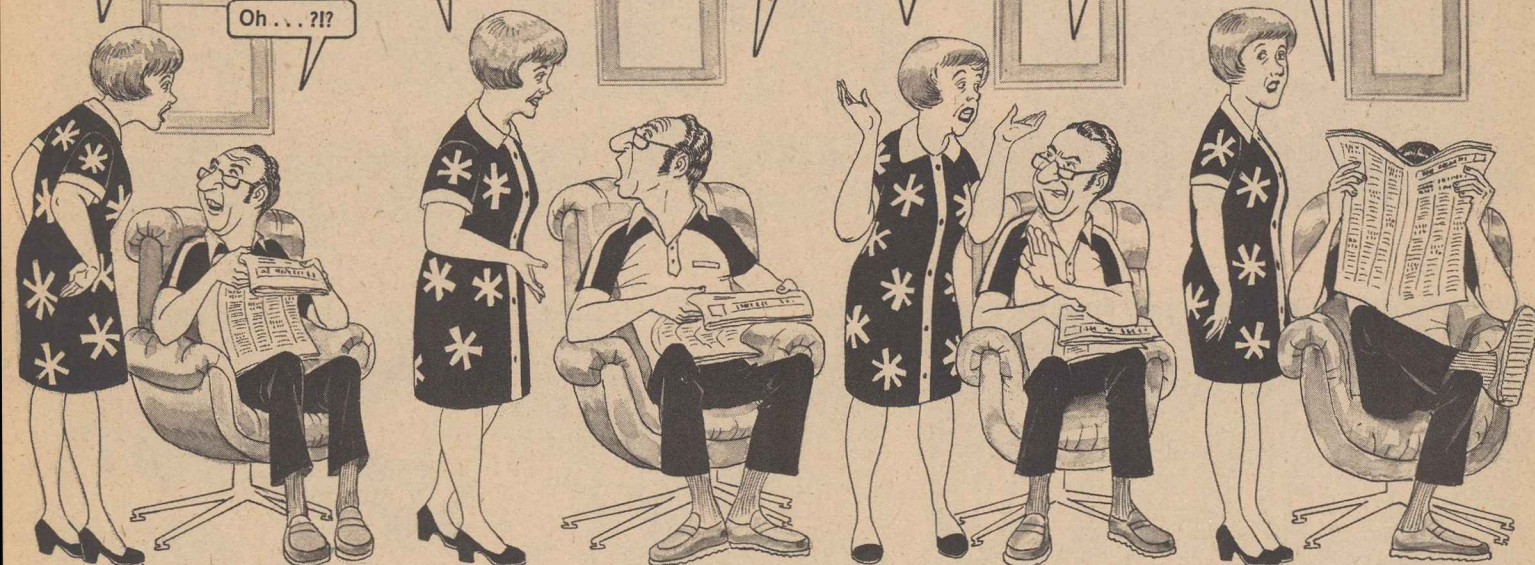
I found them in his room! He's been on them for months!

Hmmm! This IS serious! Are you SURE? What kind is he using?

He's been using MIND-EXPANDING drugs!!

Now, I KNOW you're mistaken!

I SAW his last Report Card!



BERG'S-EYE VIEW DEPT.

THE LIGHTS

SOCIAL CALLS

Oh, my gosh! It's that pest, Roger Kaputnik!!

Don't answer the door or do anything to let him know we're home! Maybe he'll go away!

BING BONG

He ISN'T GOING away! He's just standing there in the freezing rain!!

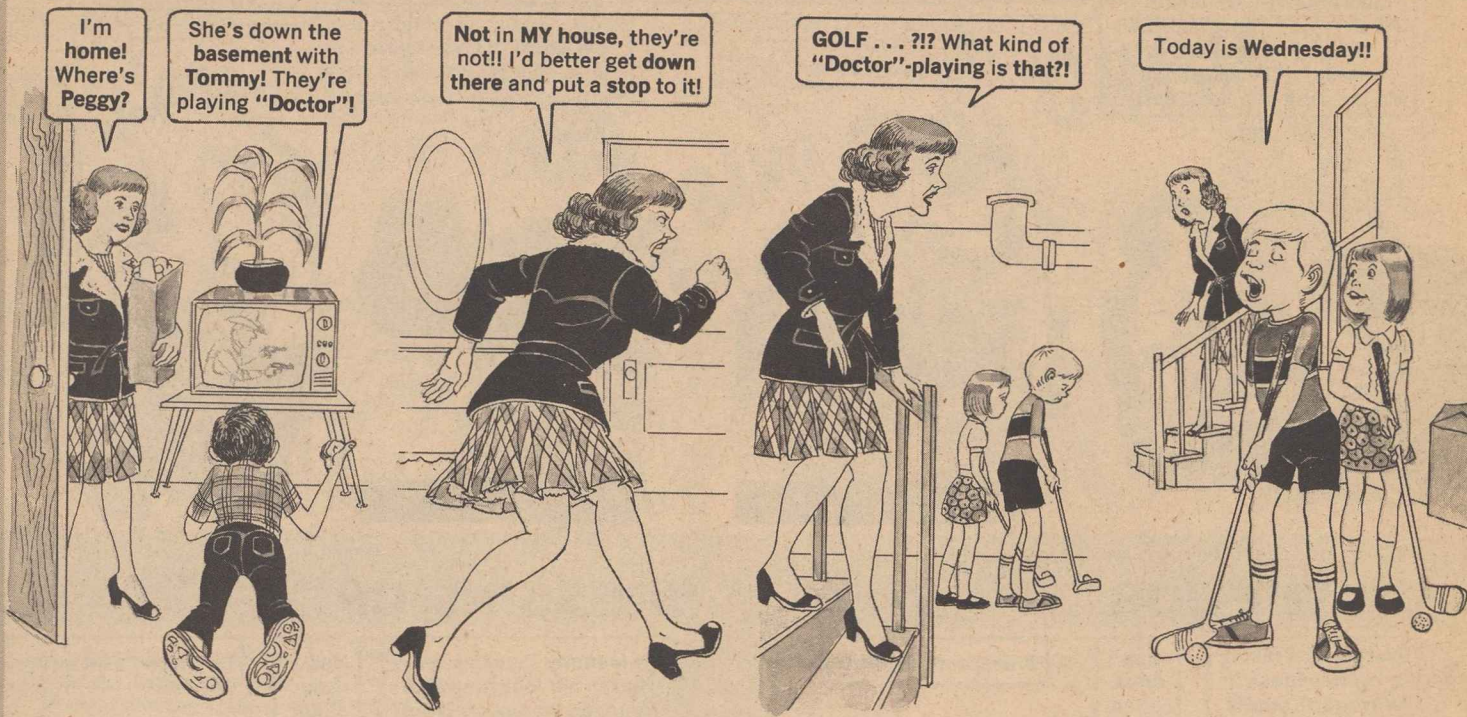
I can't stand to see anybody suffering like that in such miserable weather!!

So DO something about it!

CLICK CLICK CLICK



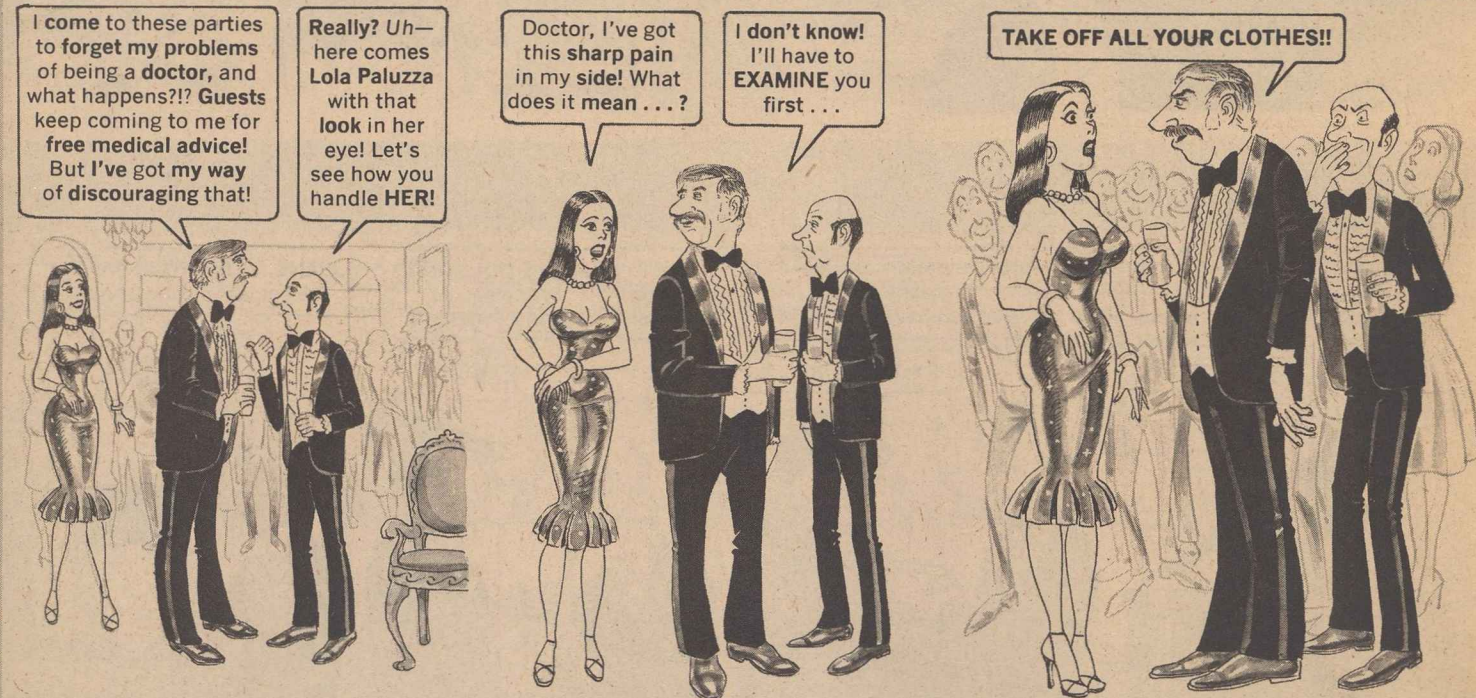
CHILDPLAY



R SIDE OF...

ARTIST & WRITER:
DAVE BERG

MEDICINE



INFLATION

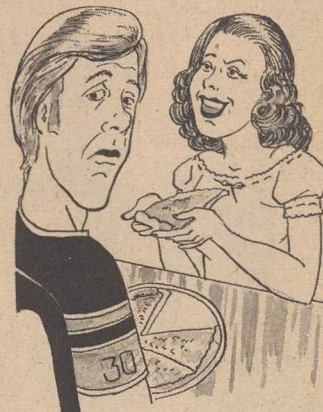
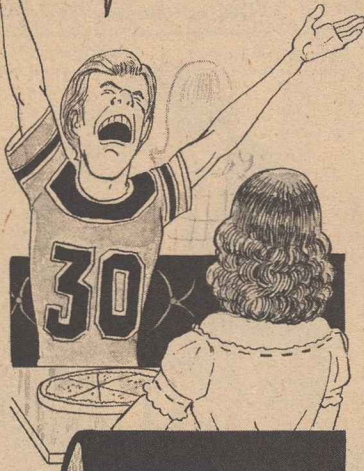
That's all everybody ever talks about these days ... **INFLATION** ... and **MONEY**!! Well, le'me tell you ... **money isn't everything!!** **Money can't buy happiness!!**

Money can't buy good health!

Money can't buy love!

Right!

Money ALSO can't buy what it USED to buy!!



ON THE JOB

Everybody's taking a "coffee break"! Why aren't you?!?

I can't drink coffee!

It keeps me awake!!



DRESSING UP

My Mommy says this dress makes her look ten years younger! Wanna try it on?

Not on your life!!

I'd DISAPPEAR altogether!!



STYLES

I'd like to buy a pair of jeans!

You've come to the right place! We've got a complete collection!

Gloria Vanderbilt ... Calvin Klein ... Jordache ... Sassoon ... you can have your pick!

I'll take this one ...

That'll be forty dollars!

FORTY DOLLARS?!?
For a pair of **WORK PANTS?!?**

JEANS ... for WORK PANTS?!
Are you some kind of nut?!?



GIFTS

It came, Uncle George! That magnificent **DRUM SET** you sent Bobby for his birthday!

He took to it like a **Pro!** He's been playing it steadily ever since it came! Each **boom** from the bass drum is a thrill! The **snare drum** sounds like silver! The symbols are awe-inspiring!

How can Debbie and I ever thank you for such a marvelous addition to our home!?!
That was beautiful!

Now, I **DARE** you to say all that with your finger **OFF** the button!

BANG CRASH

RATTATATTAT BOOM

BANG BOOM

CRASH

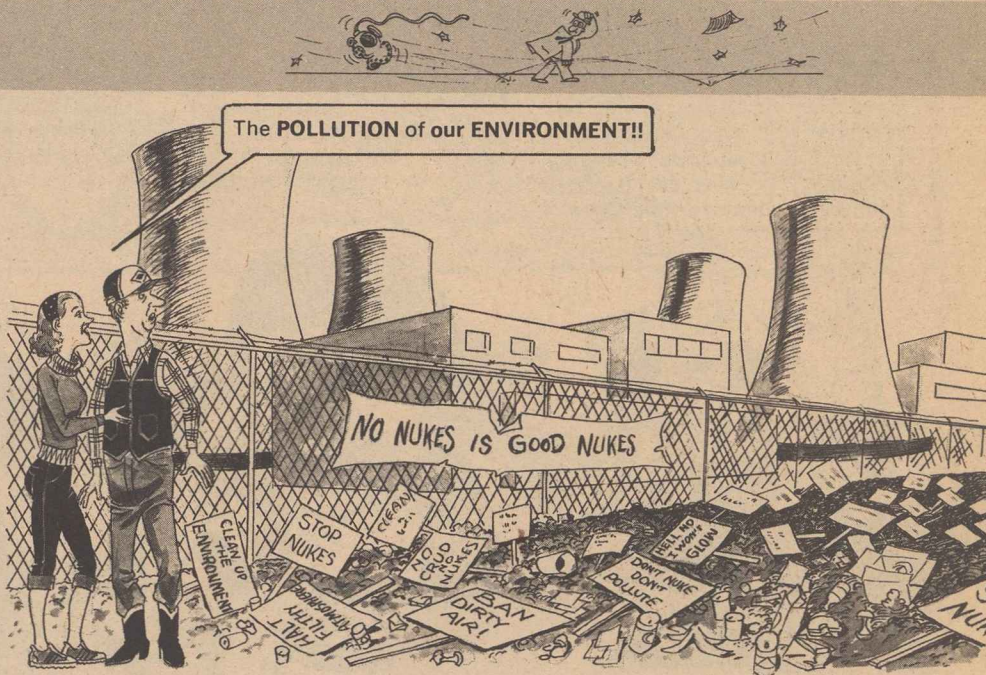
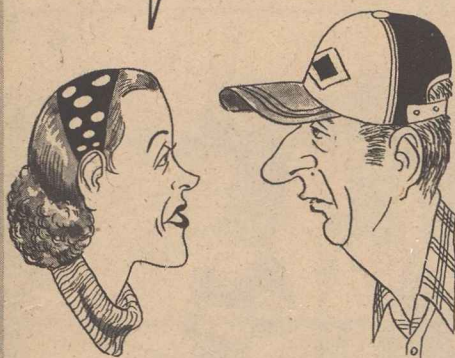


ACTIVISTS

You missed it! Some protest group held a big demonstration outside the nuclear plant all afternoon . . . !!

Oh? What were they protesting against?

The **POLLUTION** of our **ENVIRONMENT**!!



SHOPPING

I'll have half a pound of corned beef!

You'll have to take a number first!

But, I'm the **ONLY** one here!

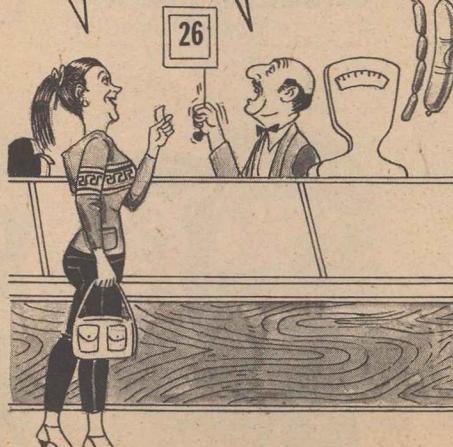
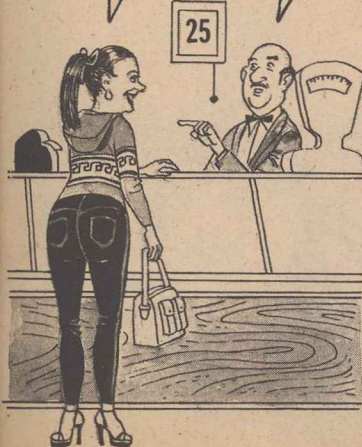
Sorry! That's the store policy! Take a number, please!

Okay, I took a number!

TWENTY SIX!!

That's me!! I'll have half a pound of corned beef!!

Sorry! We're **ALL OUT** of corned beef!!



THE CAR

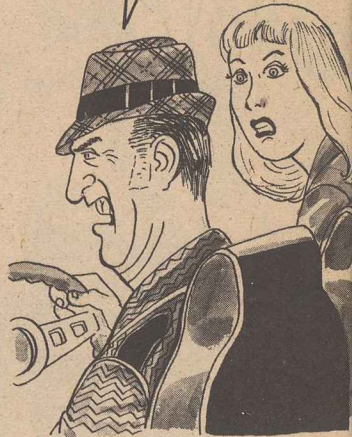
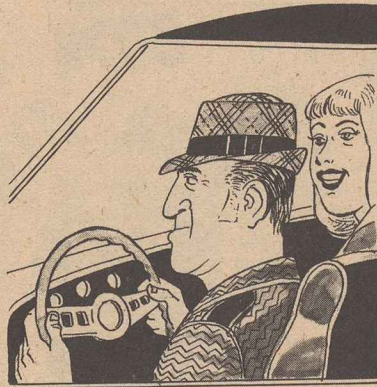
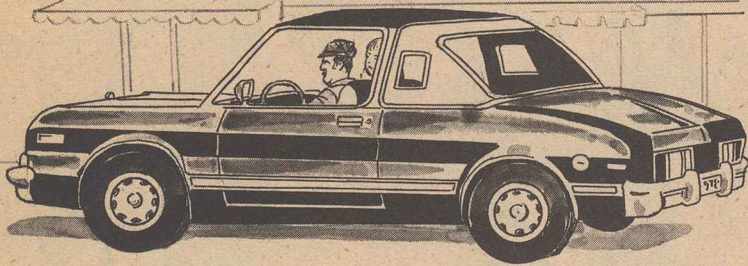
I've just got to get rid of this blasted gas-guzzling monster!

How many miles does it get on a gallon...?

Eighteen!

Hey, that's not bad!!

That's **EIGHT** in the city, and **TEN** on the highway!!



EATING

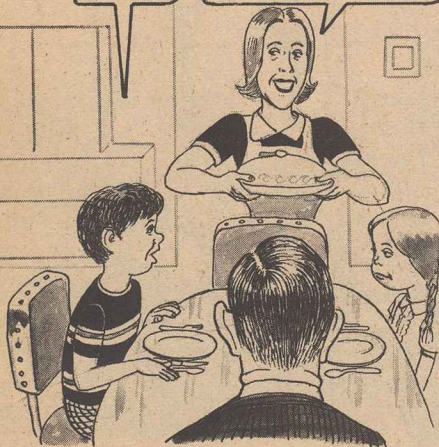
What's for supper tonight?

Well, Bernard, tonight we're having liver, cauliflower and creamed spinach!

OH, JESUS CHRIST... GOD ALMIGHTY!!

I guess we can all eat...

... now that Bernard has said "GRACE"!



MARRIAGE

My marriage is **OVER—FINISHED!!** My Wife and I just don't get along!!

Why?? What's the trouble?

How would **YOU** like living with someone who's always cranky, neurotic, suspicious and thoroughly lacking any trace of a sense of humor???

And how would **YOU** like living with someone who **constantly nags you**, and hounds you, and makes your life miserable every day!?

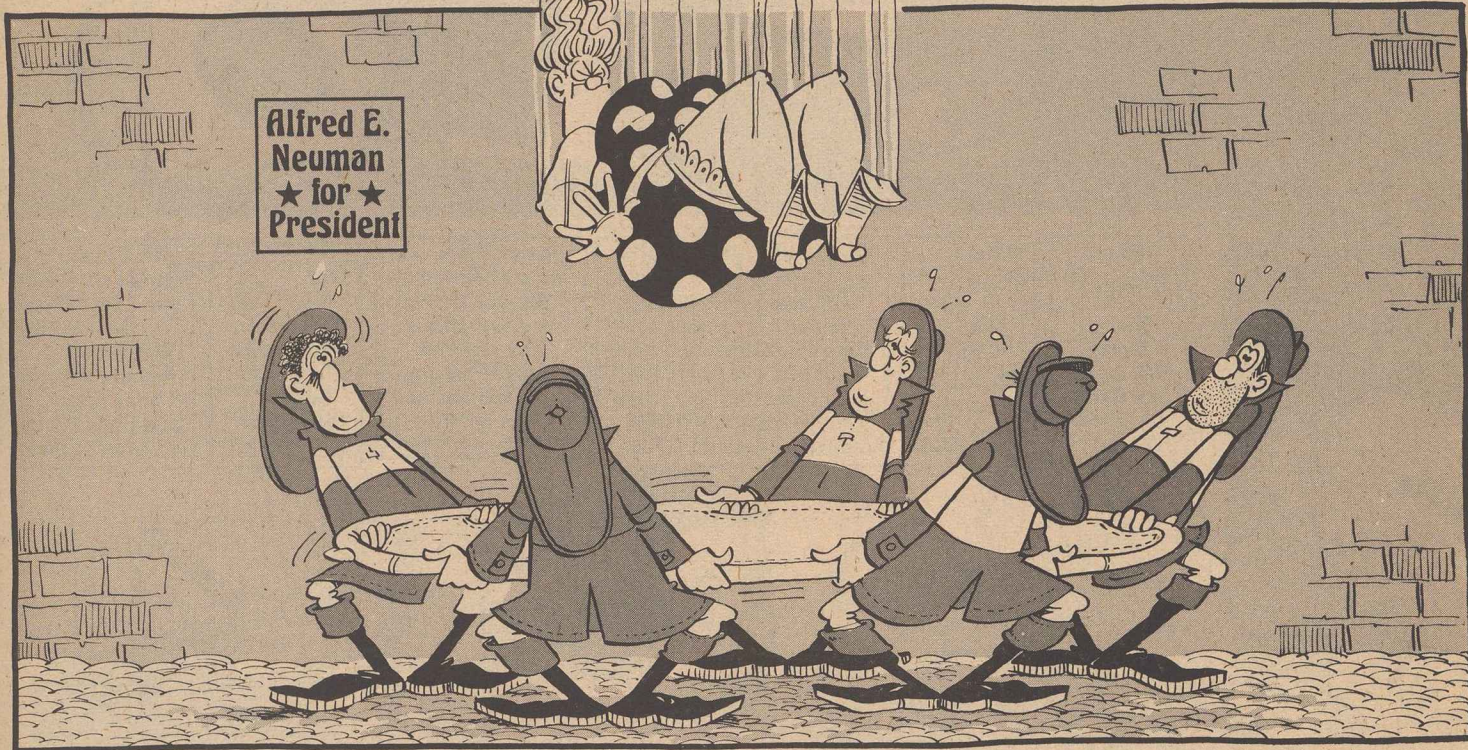
I wouldn't like it at all!

Well, **neither** does my **WIFE!!**

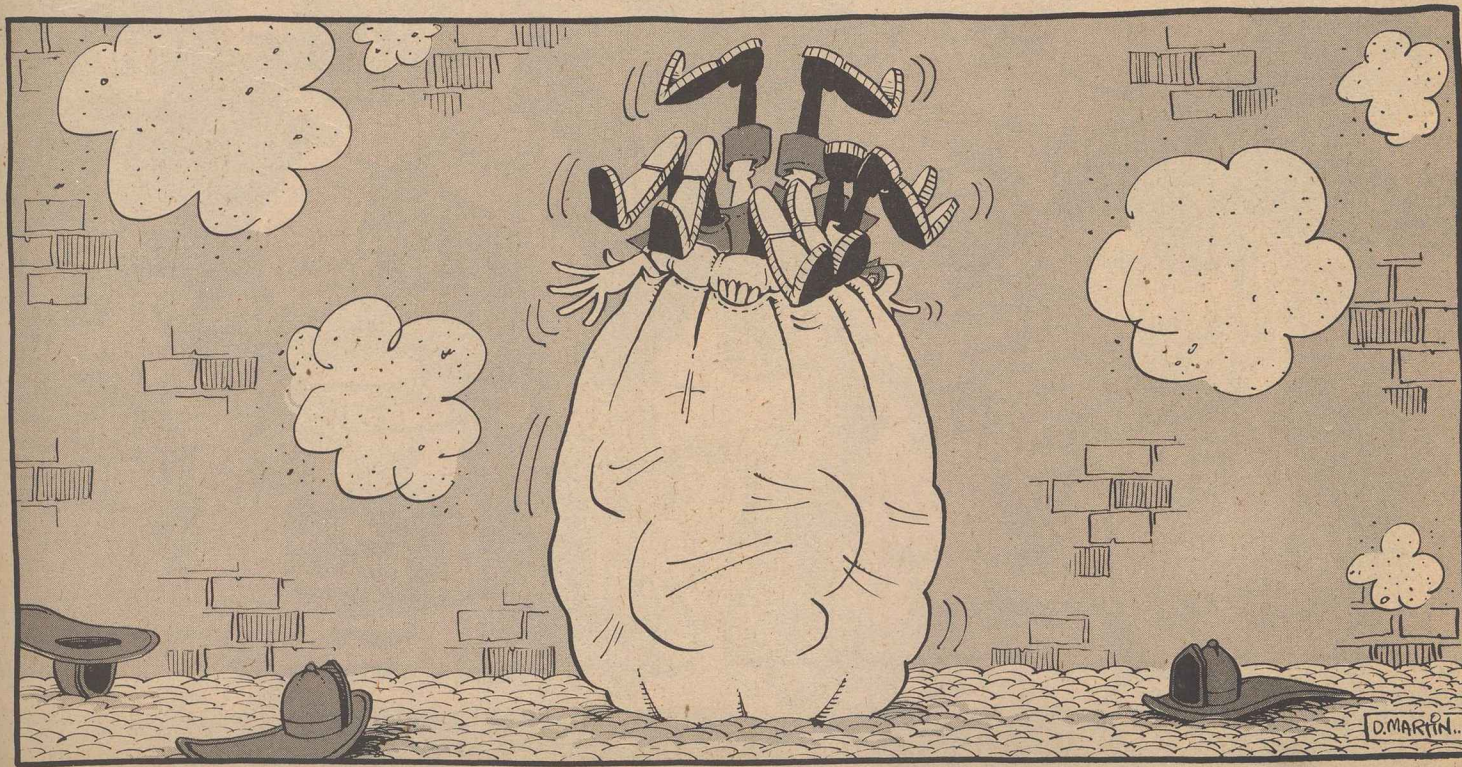


David Bero

DON MARTIN TAKES ANOTHER LOOK AT FIREMEN



THWOCK!



D. MARTIN...

How about dis?! Dey went an' made a pitchur about me wid real people! Dat means I'm gonna be even **more** famous den I wuz **before**! Yez can loin all about me! An' maybe I'll even loin a ting or two! Like f'rinstance, **why** I talks like such a **moron**! An' **why** MAD calls dere voision of dis picture:

FILE

Isn't it wonderful how Shelly Duvall looks just like Olives Oil in this movie . . . ?

What's so wonderful?!? She looks like her in **REAL LIFE**, too!!

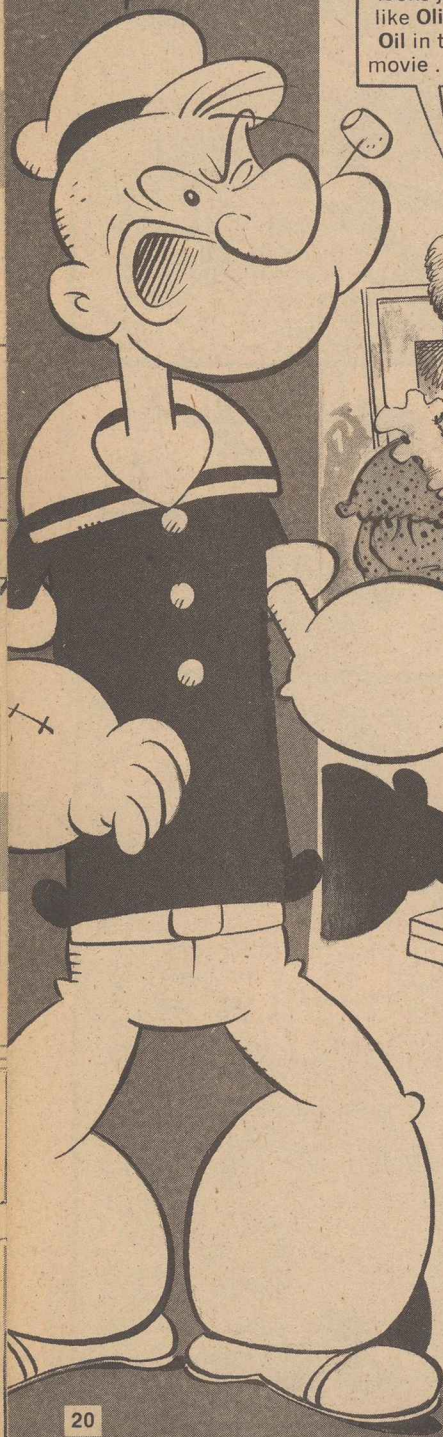
Oh, dear!

Maybe you can explain to me **why** they make a movie with real actors playing the parts of famous cartoon characters, and have them **ACT** like them, too?! Why don't they just make a full-length **CARTOON** movie in the first place?

Hamburgers, you know about! Show **Biz**, you don't!! You see, this is the year that people playing cartoon characters is **"IN"**!

Oh . . . you mean like the unreal characters in "Flash Gordon", "Superman" and "Annie"!

No, I mean the unreal characters like Chevy Chase in "Seems Like Old Times" . . . Richard Pryor in "Stir Crazy" . . . and Dolly Parton in "Nine To Five"!



III Q-T DRUCKER

I HOPE THEY DON'T MAKE A MOVIE ABOUT **US** AND USE REAL LIFE ACTORS.

THAT WOULD BE HORRIBLE!



ARTIST: MORT DRUCKER WRITER: STAN HART

PEYE



Another reason to make a live movie rather than a cartoon is because of the **VIOLENCE!**

Right! In kids' cartoons, you have to be careful, but in kids' movies, you can be as violent and disgusting as you want! And also, in that way, you earn yourself a "PG" rating!

Yeah!! No kid would be caught dead going to a "G"-rated movie nowadays!

The Director tells me to put on these phony arms, squint one eye, jut out me jaw, talk through clenched teeth, and then—act natural!!

Mutter, mutter . . .

What's he saying? I can't understand his inaudible muttering!

I think he's saying a quiet "GOOD-BYE" to his comedy career!

Why does Robin Williams look so confused?

He can't tell if he's funny or not!

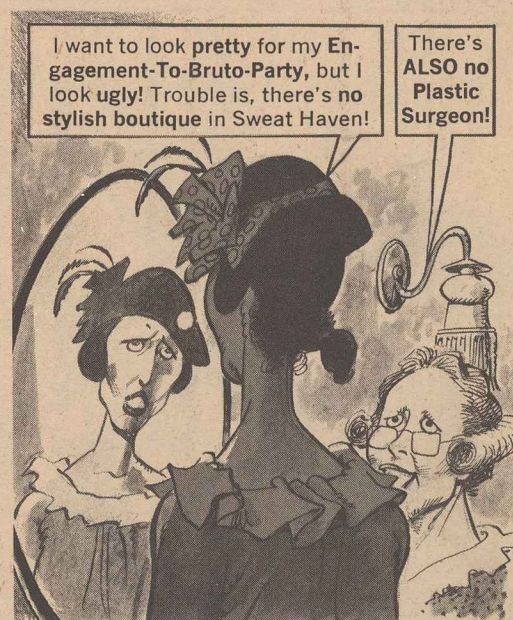
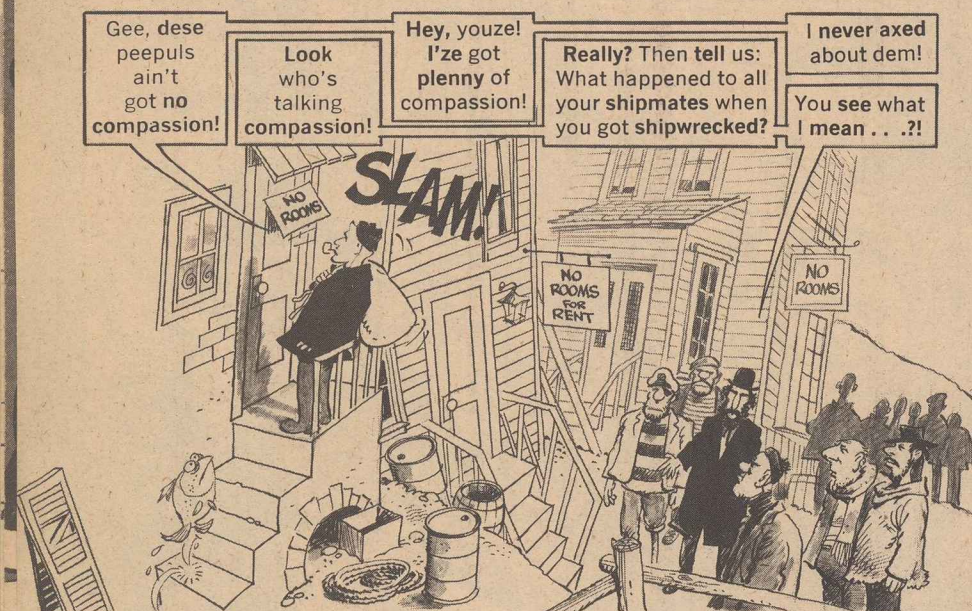
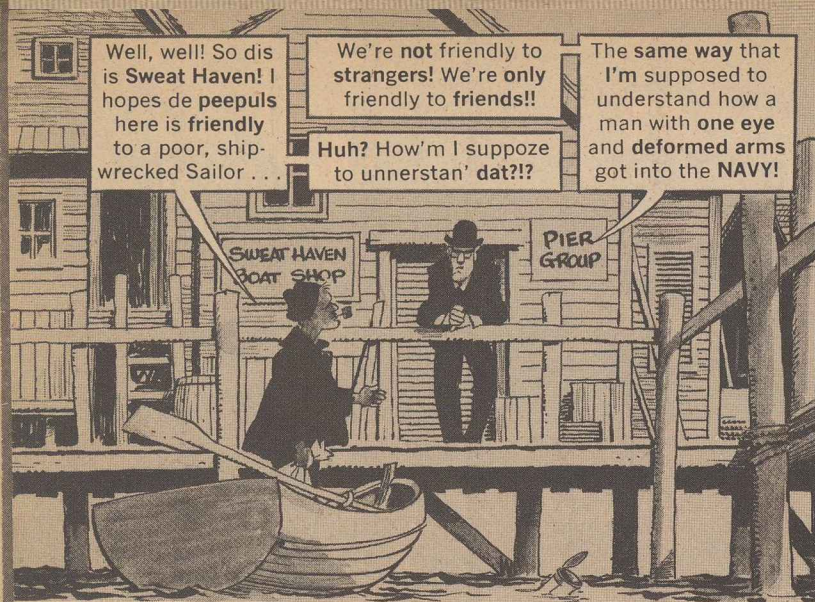
How come??

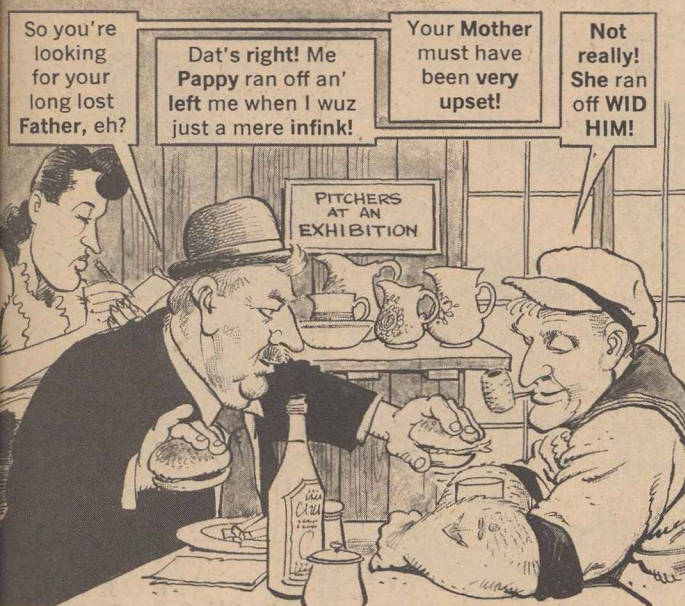
Because, unlike "Mork & Mindy", in a MOVIE, they don't have a LAUGH TRACK to tell him!



THEY'D PROBABLY GET A LOUD MOUTH FLAT CHESTED REAL ACTRESS TO PLAY ME!

LET'S SEE, WHO COULD PLAY ME? DUSTIN HOFFMAN? ...TOO SHORT.





So you're looking for your long lost Father, eh?

Dat's right! Me Pappy ran off an' left me when I wuz just a mere infink!

Your Mother must have been very upset!

Not really! She ran off WID HIM!



Hey, you one-eyed dumb-lookin' swab! You better leave town . . . before we rough you up!!

What'sa matter wid doze guys?!!

They hate all strangers . . . !
Dis is some unfriendly town!

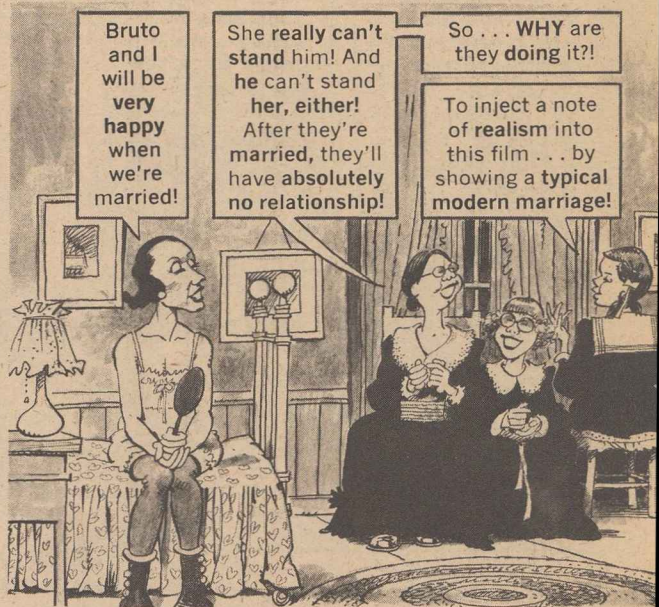
You don't know the half of it! Those guys are our "WELCOME WAGON"!!

FIGHT! FIGHT!



It amazes me how he can beat them up without any help!!

It amazes ME how he can beat up ANYBODY widout any SPINACH! I always eats spinach before I beats up anybody! Dis pitchur is sure confoozin'!



Bruto and I will be very happy when we're married!

She really can't stand him! And he can't stand her, either! After they're married, they'll have absolutely no relationship!

So . . . WHY are they doing it?!

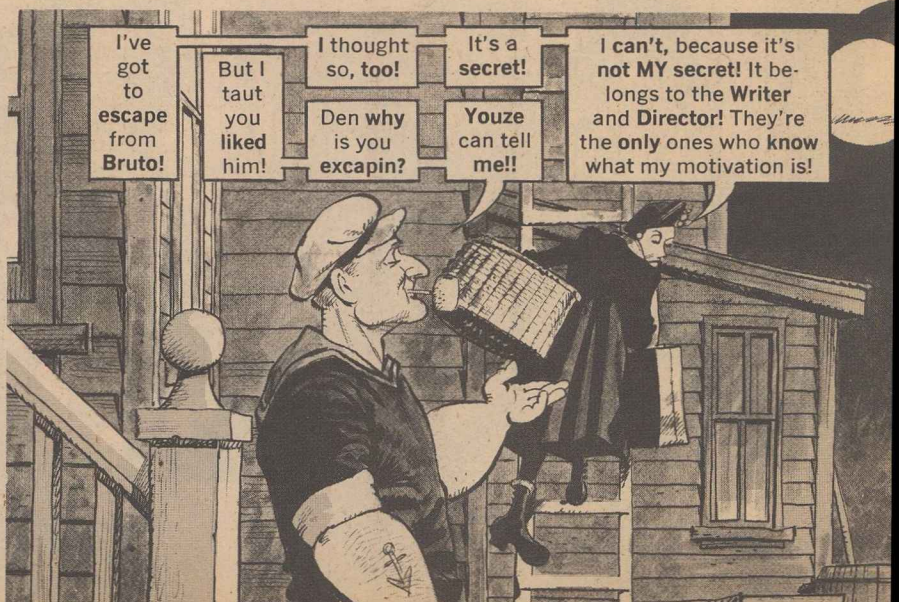
To inject a note of realism into this film . . . by showing a typical modern marriage!



Grrrrr! Arrrgh!

Do you think Bruto wants Olives Oil for her body?

No . . . in spite of it!



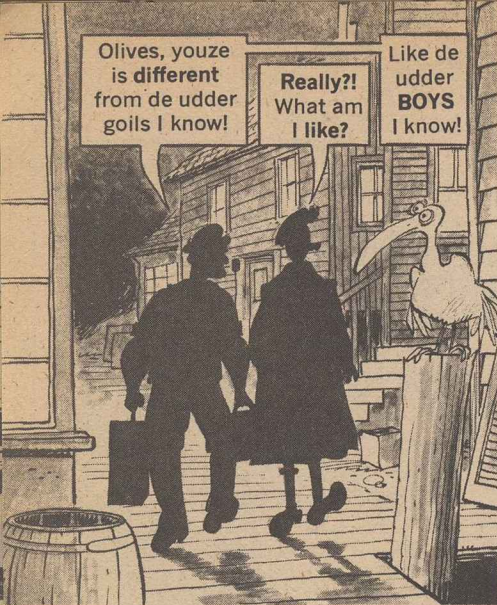
I've got to escape from Bruto!

But I taut you liked him!

I thought so, too!
Den why is you excapin?

It's a secret!
Youze can tell me!!

I can't, because it's not MY secret! It belongs to the Writer and Director! They're the only ones who know what my motivation is!



Olives, youze is different from de udder goils I know!

Really?! What am I like?

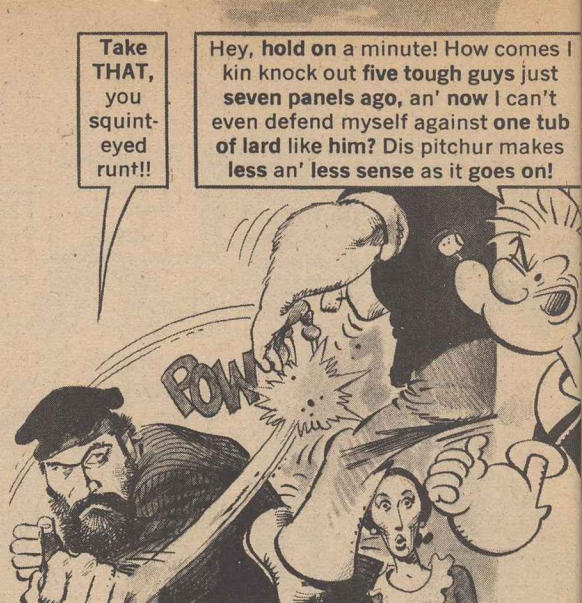
Like de udder BOYS I know!



Olives is gone . . . and Bruto is furious!!

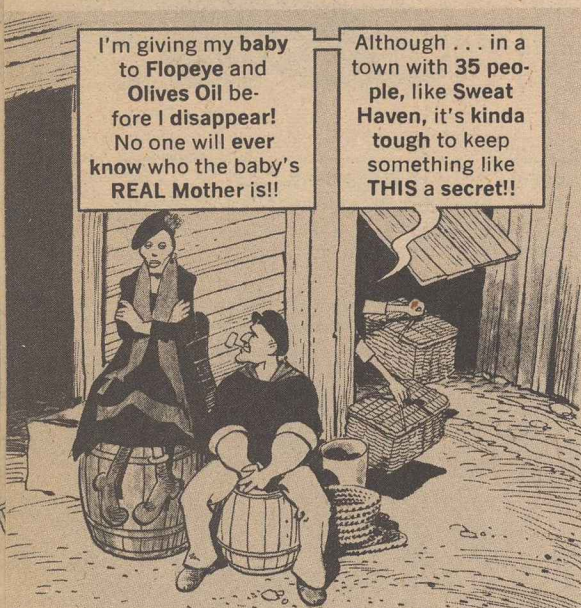
How can he smash up all the furniture like that?!!

He used to work for a Moving Company!



Take THAT, you squint-eyed runt!!

Hey, hold on a minute! How comes I kin knock out five tough guys just seven panels ago, an' now I can't even defend myself against one tub of lard like him? Dis pitchur makes less an' less sense as it goes on!



I'm giving my baby to Flopeye and Olives Oil before I disappear! No one will ever know who the baby's REAL Mother is!!

Although . . . in a town with 35 people, like Sweat Haven, it's kinda tough to keep something like THIS a secret!!



Hey! Look at dis baby poison!

Should we keep him, Flopeye?

Sure ting! He's a lucky kid! He'll have me for a Fadder! I'll al-ways protext him!

And I'll be his Mother so he's twice as lucky!

Hmmm! I'm not so sure about dat!! What do you mean?!!

He might be in trouble if he needs to be breast fed!



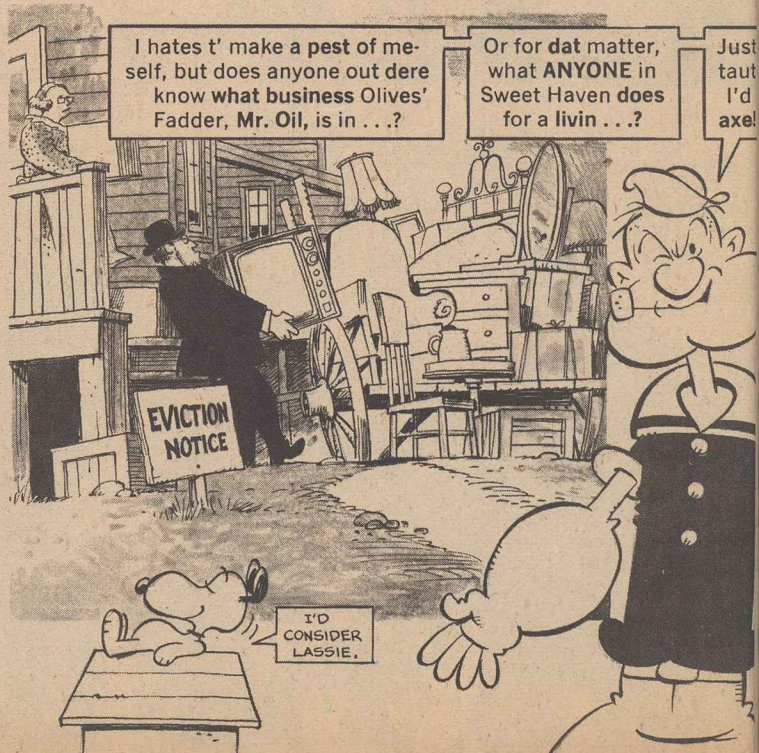
Since you cannot pay your incredibly high taxes, you must lose your home!!

Why are they DO-ING this?

To inject another note of REALISM into this movie!!

I THINK I'LL ASK HIM!

BROOKE SHIELDS WOULD BE O.K.... IF SHE WEARS A DRESS.



I hates t' make a pest of me-self, but does anyone out dere know what business Olives' Fadder, Mr. Oil, is in . . . ?

Or for dat matter, what ANYONE in Sweat Haven does for a livin . . . ?

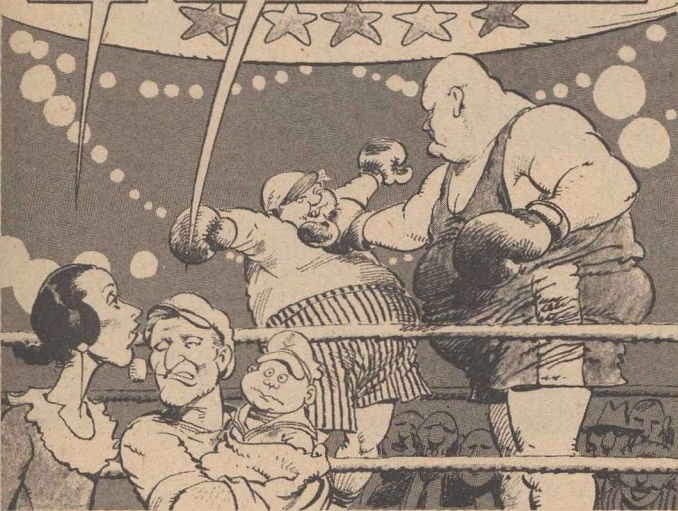
Just taut I'l' axel!

I'D CONSIDER LASSIE.



What's **THIS** all about ...?

Soich me! I guess a movie like **dis** one kinda stops an' starts when it's made up of plots from a dozen ten-minute animated cartoons!

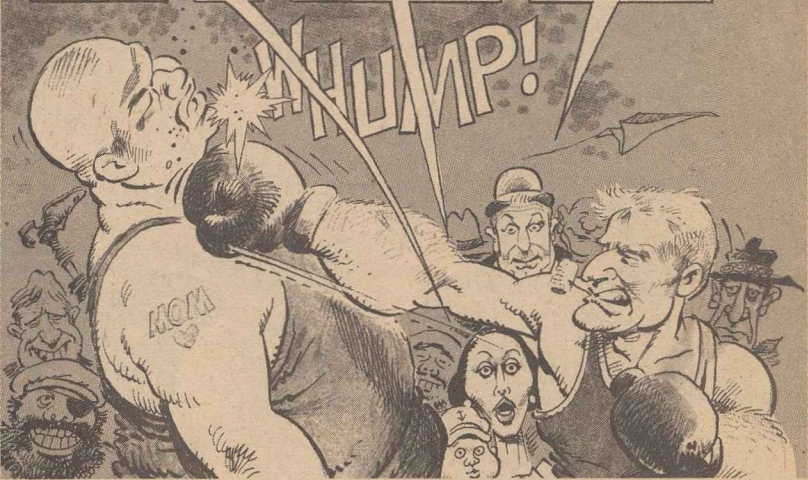


Sweetea, you think Flopeye has a chance?

Uggh! Umpf! Uhhh

Did you hear that, Wimpy ...? Do you have any idea what it means ...?

Either he said "Yes!" ... or he just had a bowel movement!



Flopeye, you're wonderful **YOU'RE** the man for **ME!!**

When youze tink of us ... livin' like man an' wife, widdout bein' married ... an' us don' de tings dat married peepul do, it's a little sinful, ain't it?

When I think of you two making love together, it's **MORE** than a little sinful! It's nauseating!

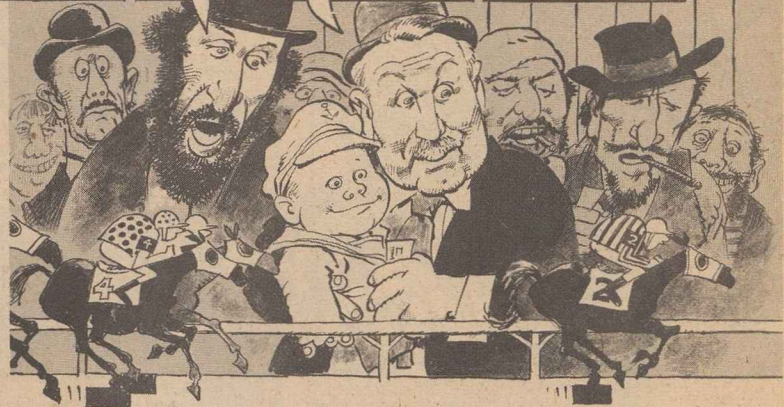


This child can predict **ANYTHING!** He's picked **THREE WINNERS** already!!

Gee, when he grows up, he can be a racetrack tout!

Small potatoes!! When he grows up, I'm taking him to Hollywood, where he can become the head of a Motion Picture Studio!

Predicting the success or failure of big-budget **MOVIES**, is a lot more **LUCRATIVE** than doping out the **HORSES!**



I had Wimpy bring us this brat! He can tell us where the **TREASURE** is buried!!

Sure he can! In about **3 years**—when he learns to **TALK**, you moron! He's too **YOUNG** to tell us **ANTHING!**

Why must **YOU** think of that when neither the **Writer** nor the **Director** did ...?!!

Say, doesn't that old man look like someone I know? The squinty eye, the silly pipe, the deformed biceps!!

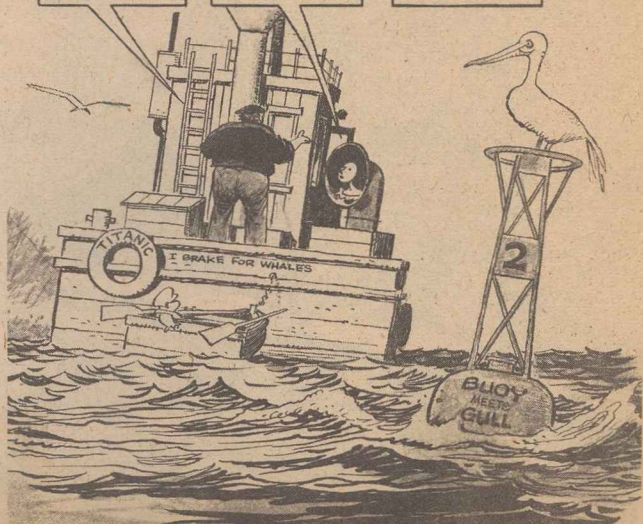
Hmm! No, I guess not!



This "Family Outing" is real nice!

But ... we're not a family!!

That's what's so **NICE** about it!



Eat your spinach, Flopeye ...
an' save Olives an' Sweet'ea!

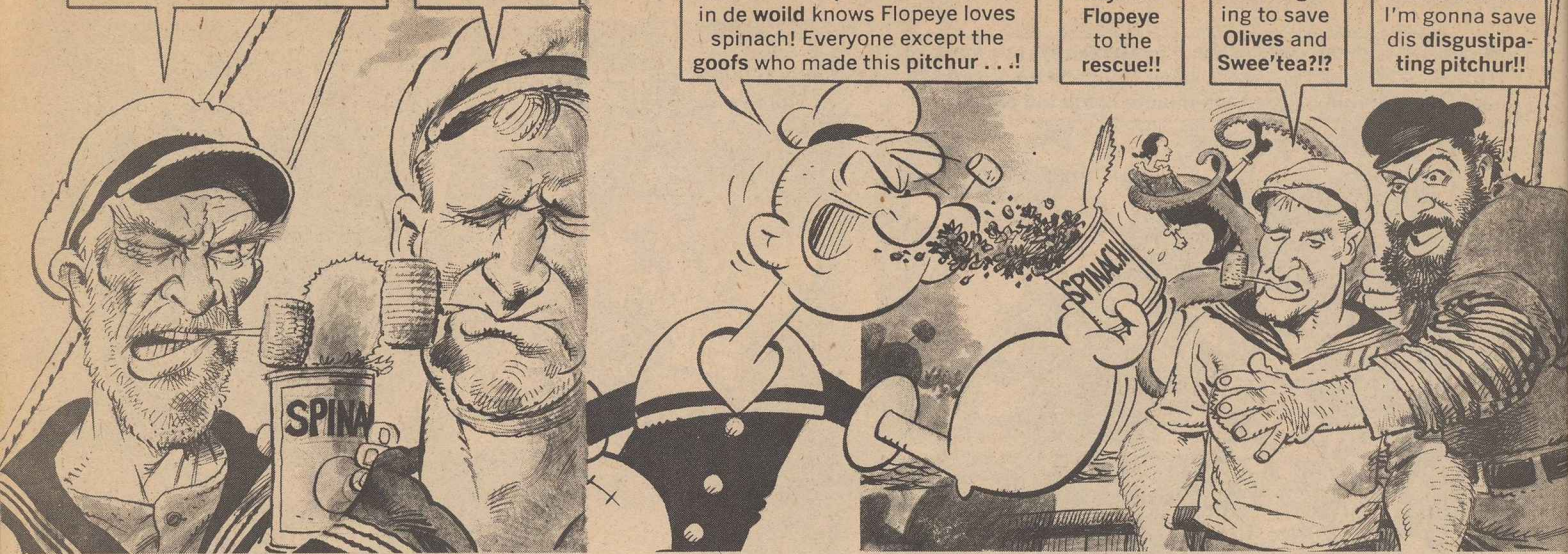
But ... I don't
likes spinach!

What de hell is dis?! Since when
don't I likes spinach!? Everyone
in de woild knows Flopeye loves
spinach! Everyone except the
goofs who made this pitchur ...!

Oudda me
way! It's
Flopeye
to the
rescue!!

You're go-
ing to save
Olives and
Sweet'ea?!!

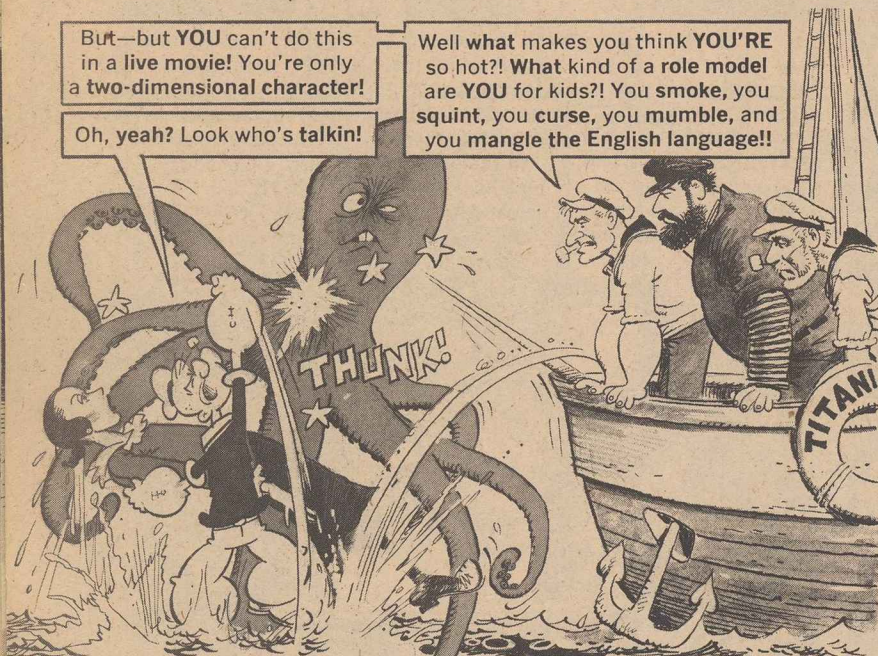
I'm gonna do
MORE den dat!
I'm gonna save
dis disgustipa-
ting pitchur!!



But—but **YOU** can't do this
in a live movie! You're only
a two-dimensional character!

Oh, yeah? Look who's talkin'!

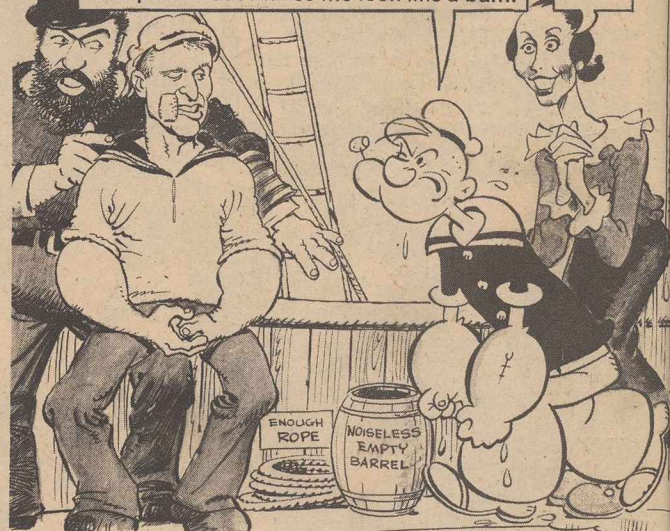
Well what makes you think **YOU'RE**
so hot?! What kind of a role model
are **YOU** for kids?! You smoke, you
squint, you curse, you mumble, and
you mangle the English language!!



Oh, Flopeye, you're absolutely wonderful!

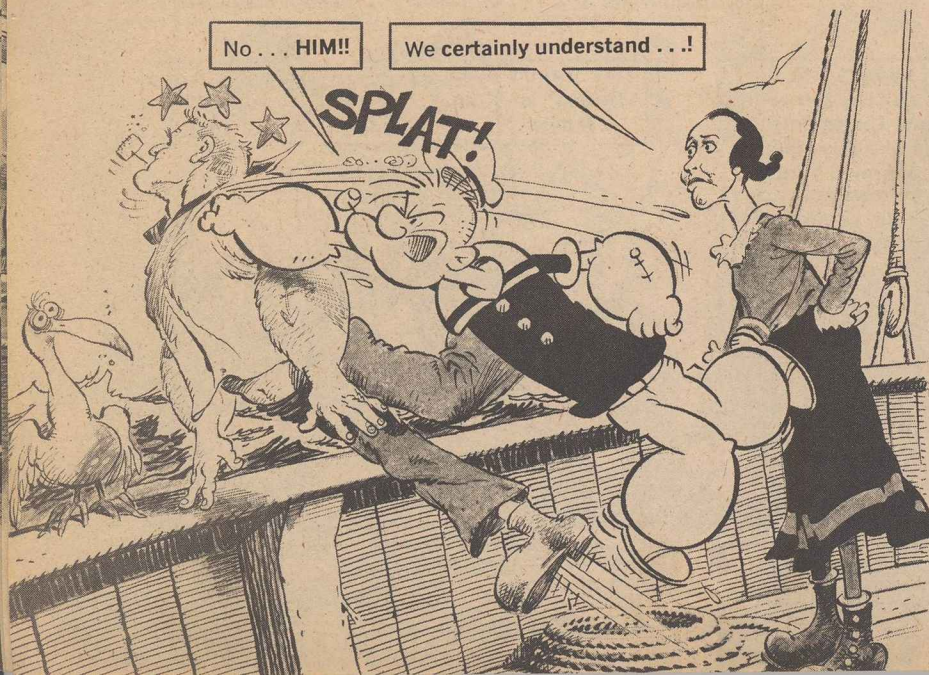
Tanks! An' now I'm gonna take care of de
one poison dat makes me look like a bum!

You
mean
Bruto,
huh?



No ... **HIM!!**

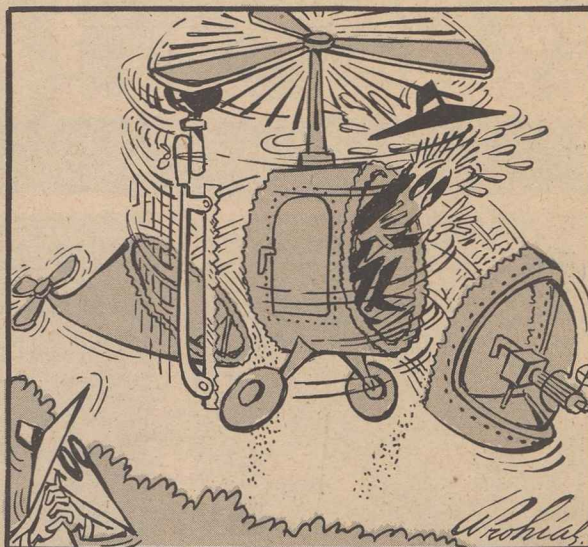
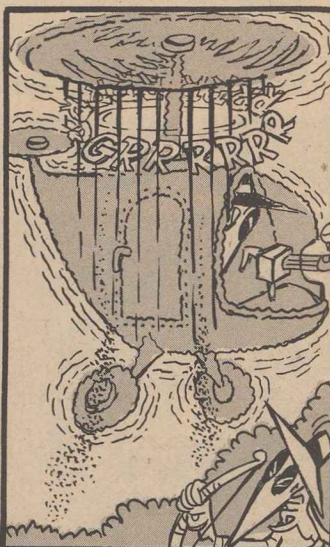
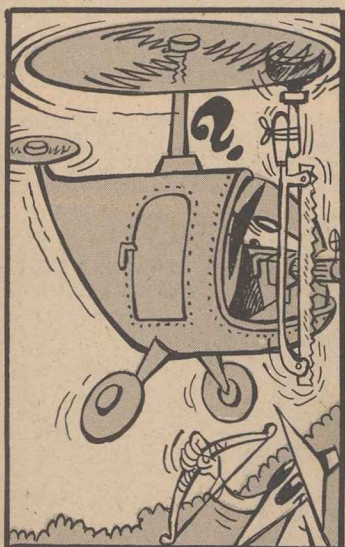
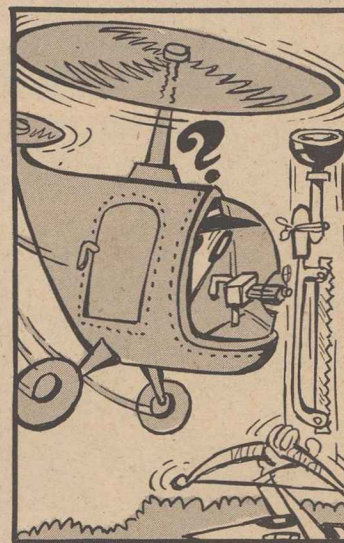
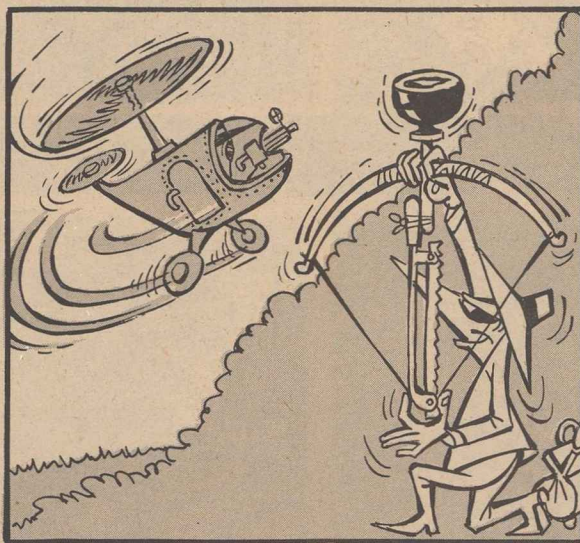
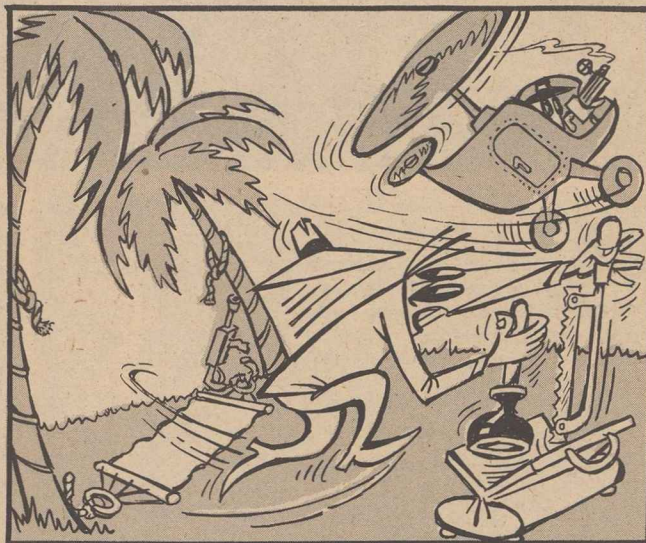
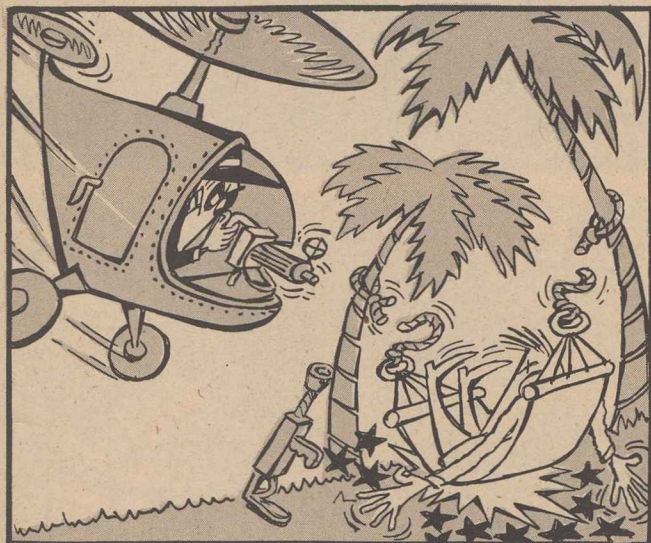
We certainly understand ...!



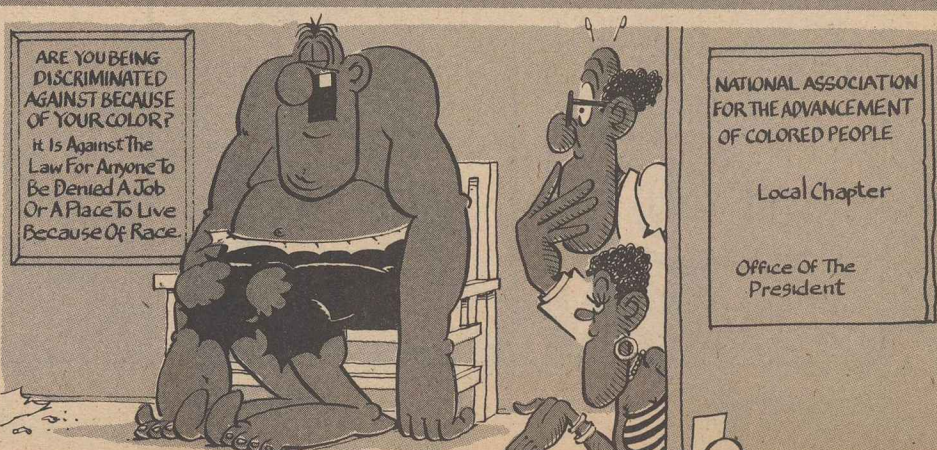
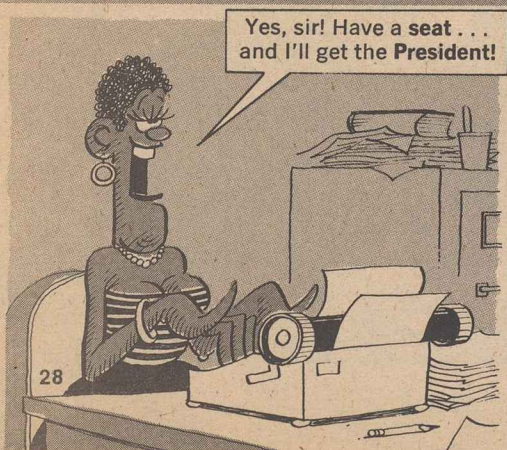
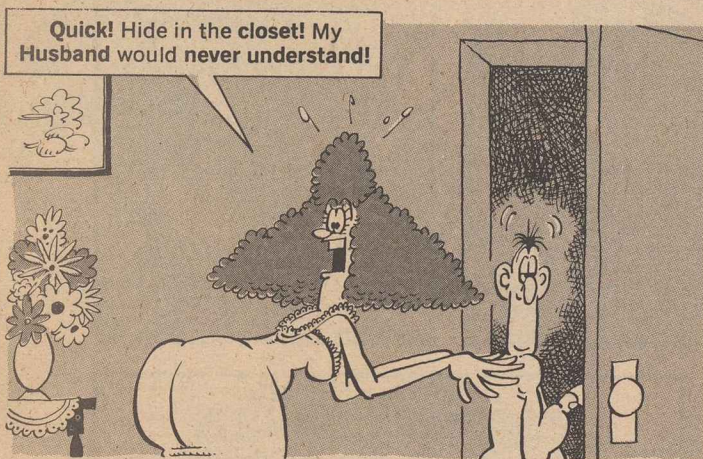
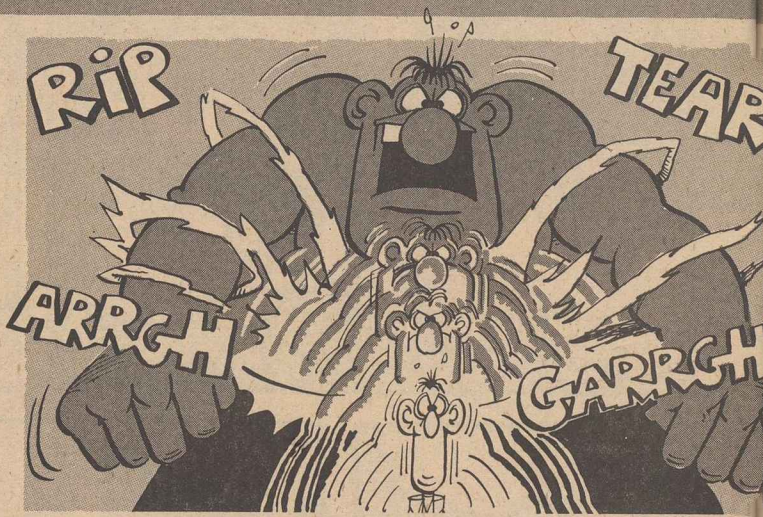
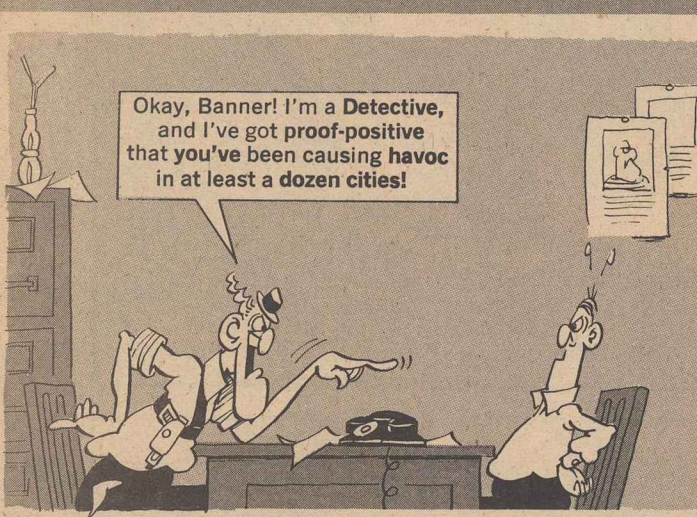
An' to all me fans ... if I gets any **LEFT** after dis
pitchur ... I apologizes profoosely! I means, I **YAM**
what I **YAM** ... but **DAT** guy wuzn't even **CLOSE!!**



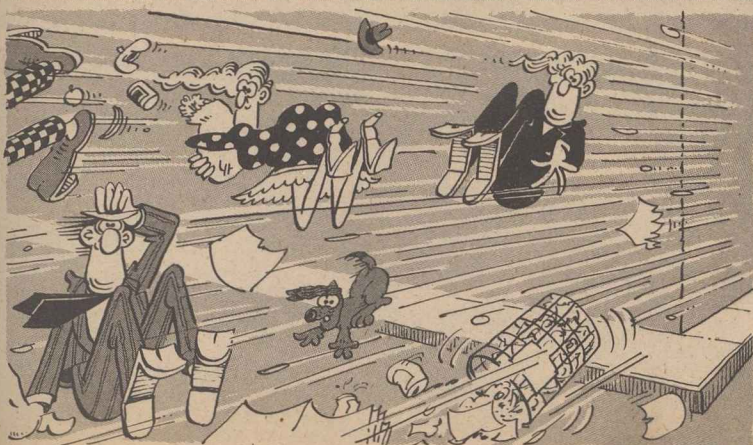
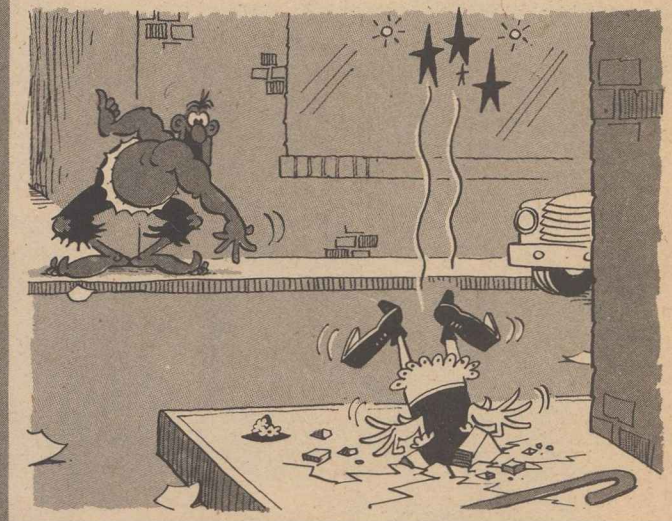
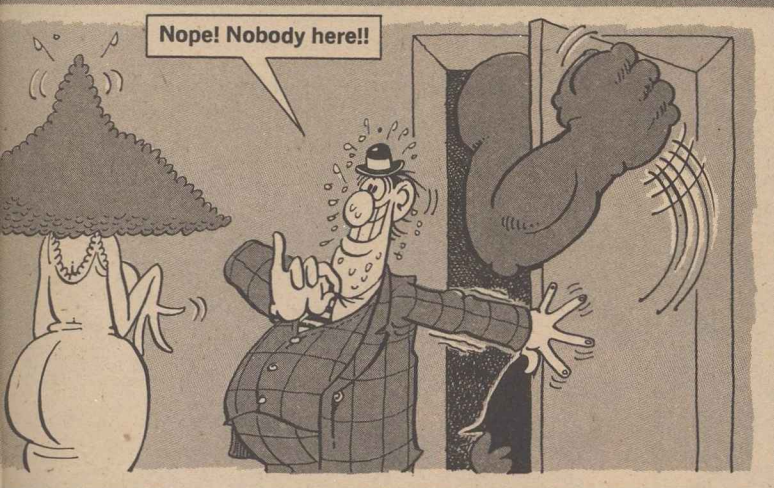
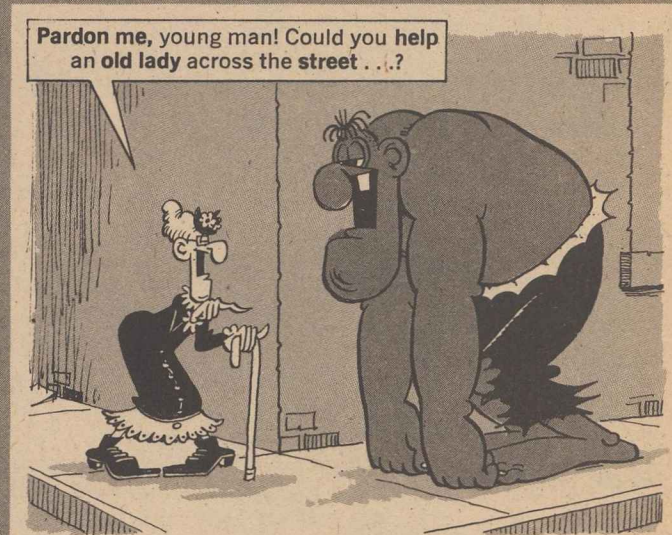
SDY VS SDY

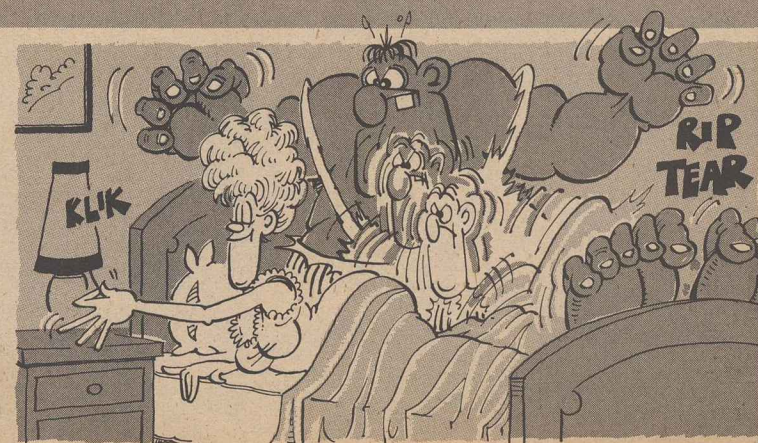
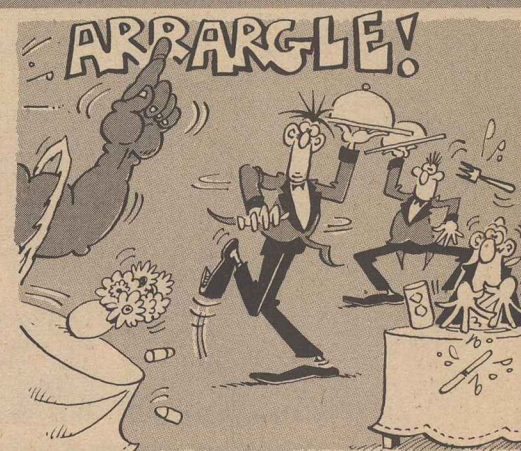
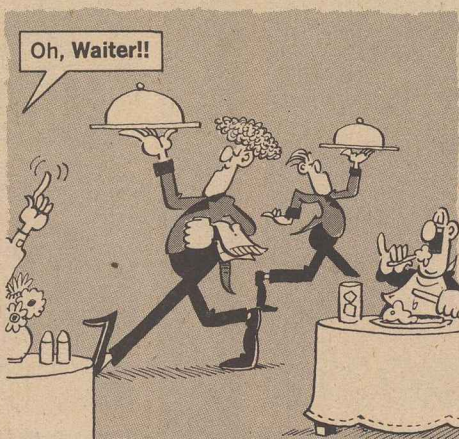
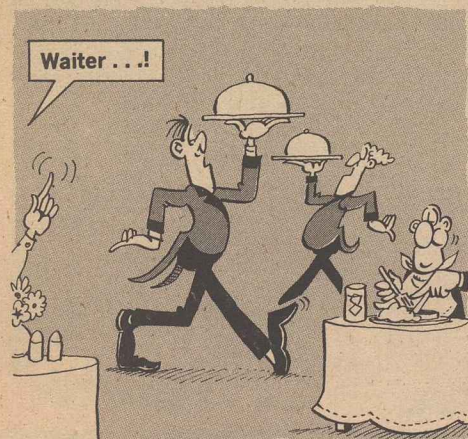
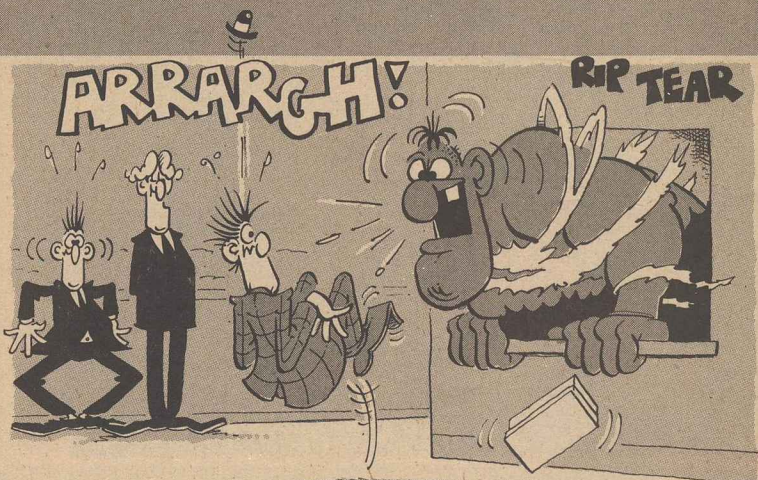
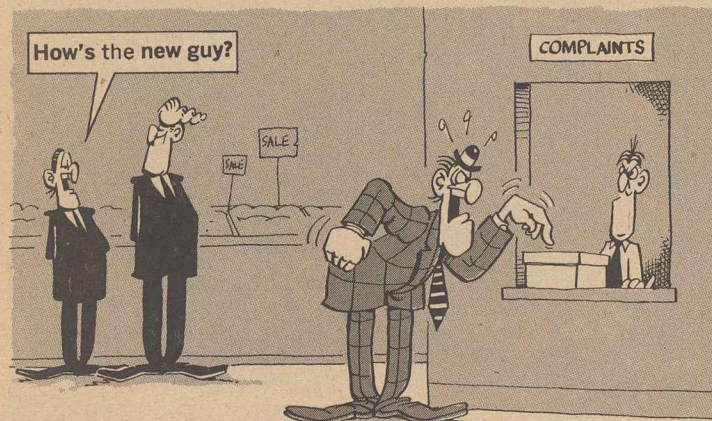
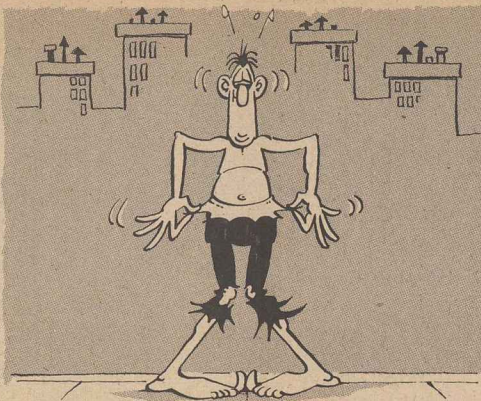
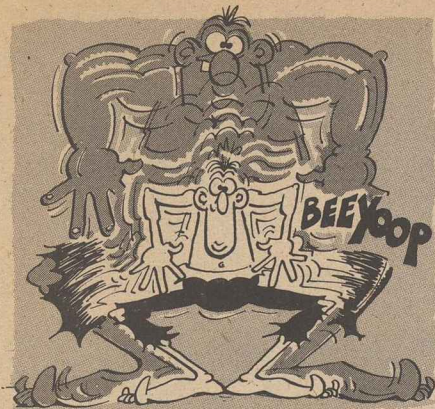


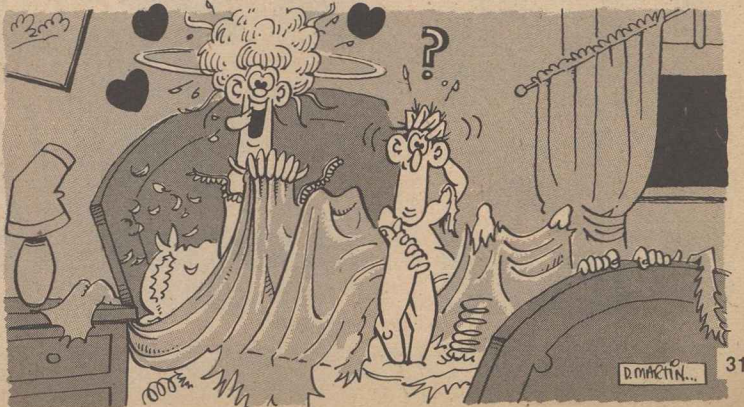
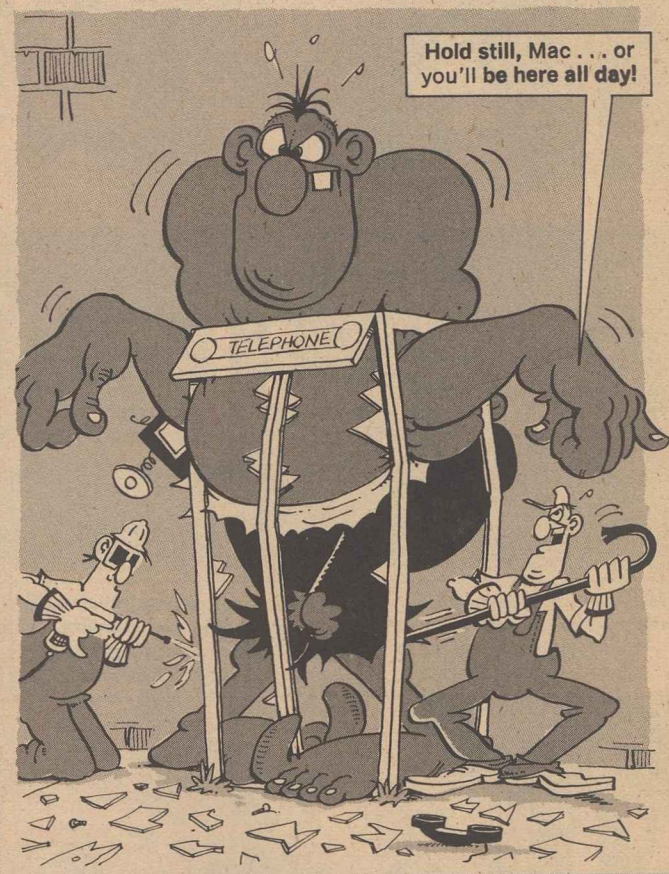
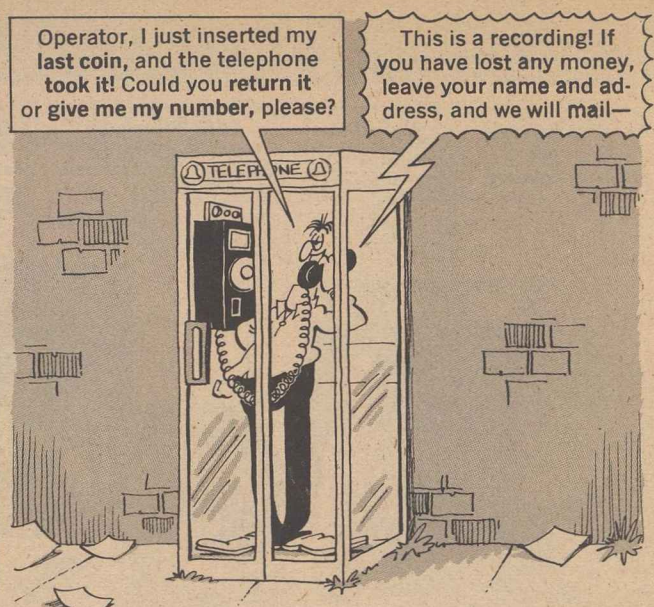
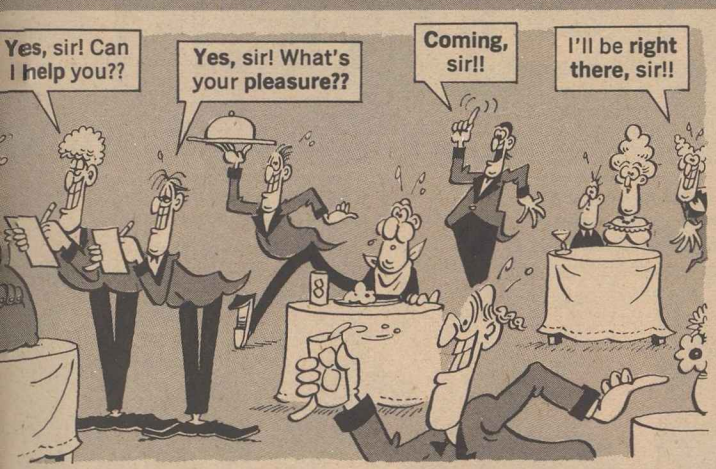
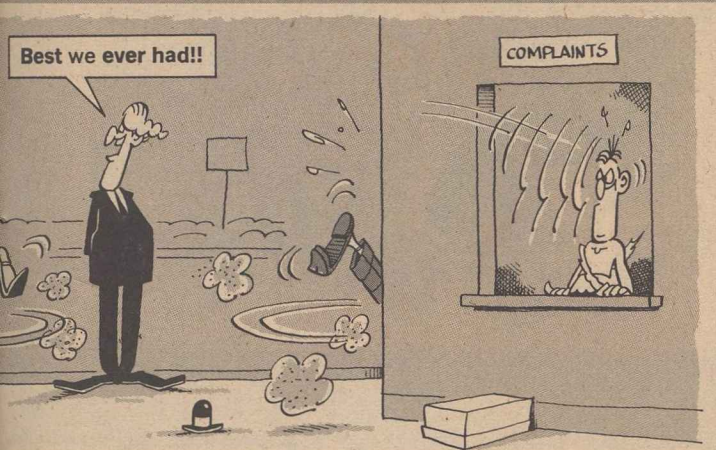
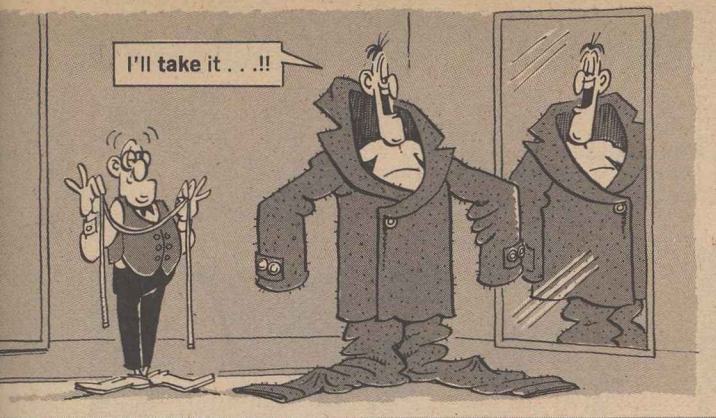
DON MARTIN LOOKS AT...



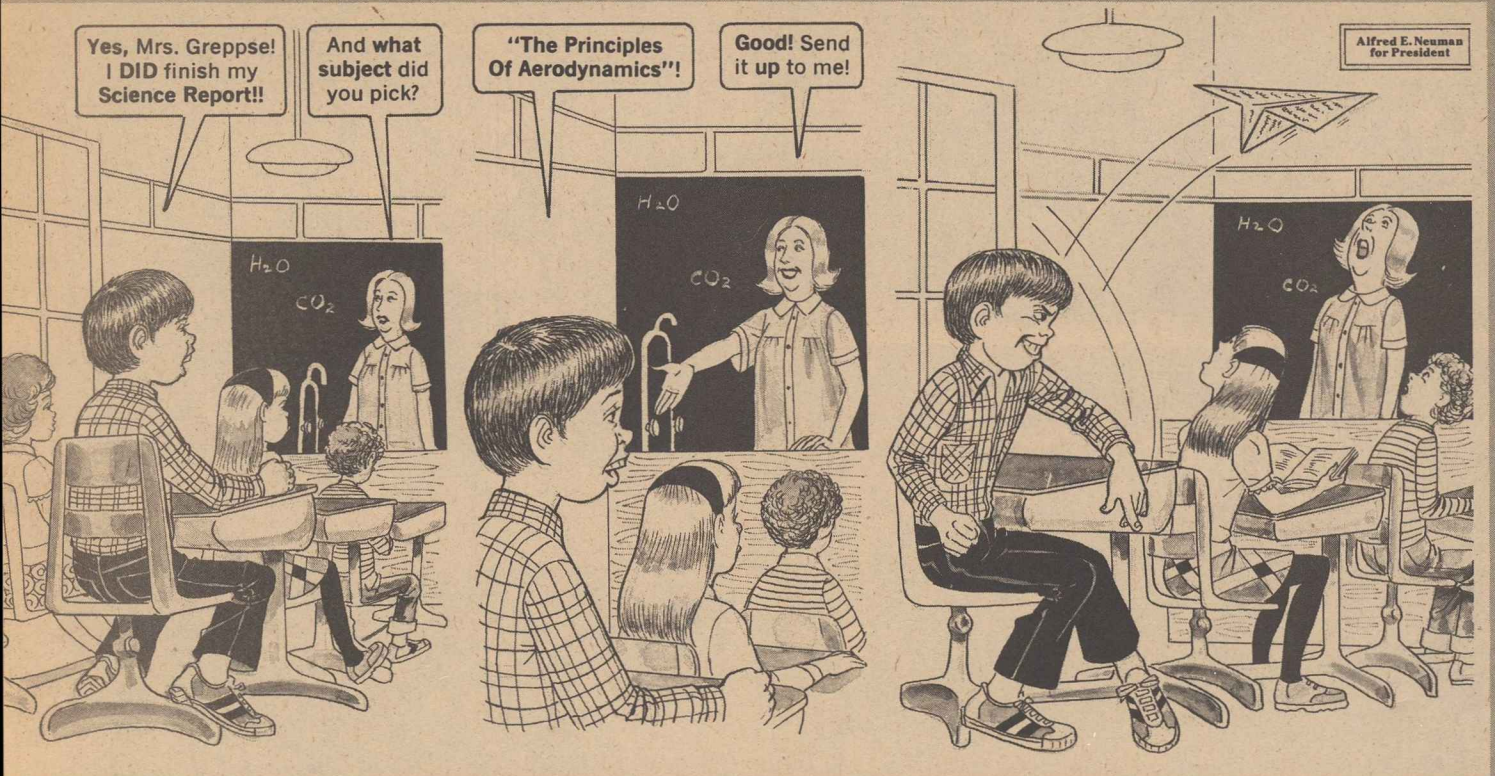
THE HULK







SCHOOL



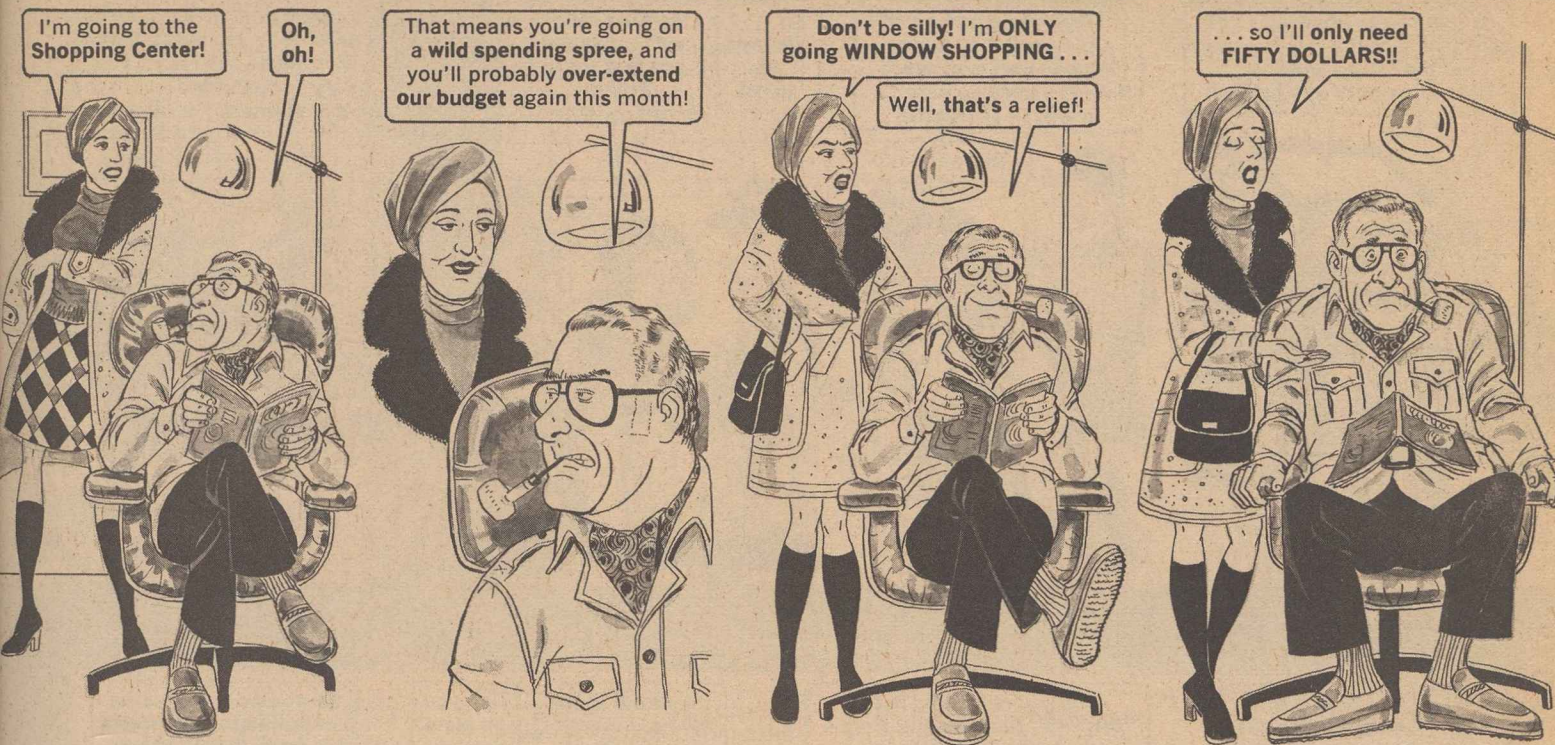
BERG'S-EYE VIEW DEPT.

THE LIGHTS

THE ENVIRONMENT



BUDGETS



R SIDE OF...

ARTIST & WRITER:
DAVE BERG

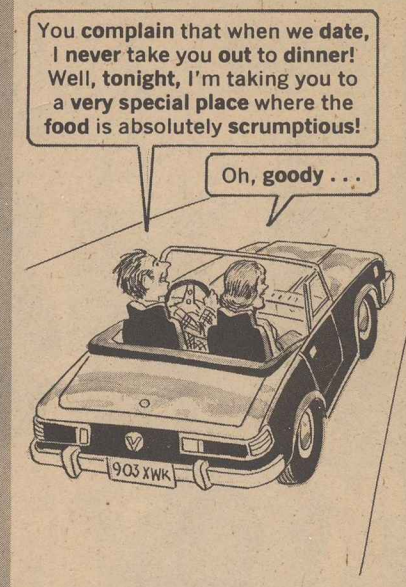
PARENTS



SHOPPING



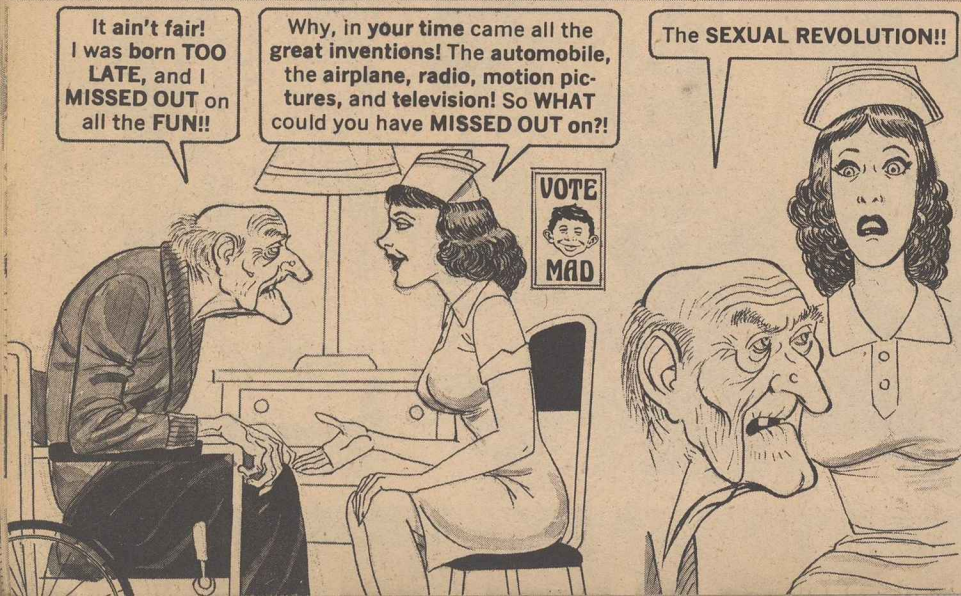
DATING



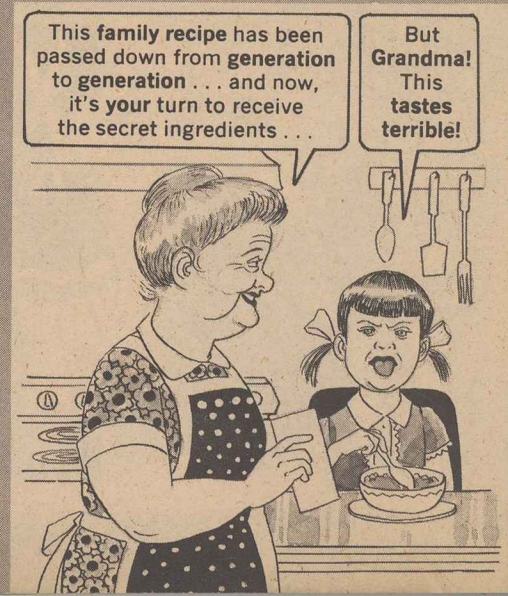
GREETING CARDS



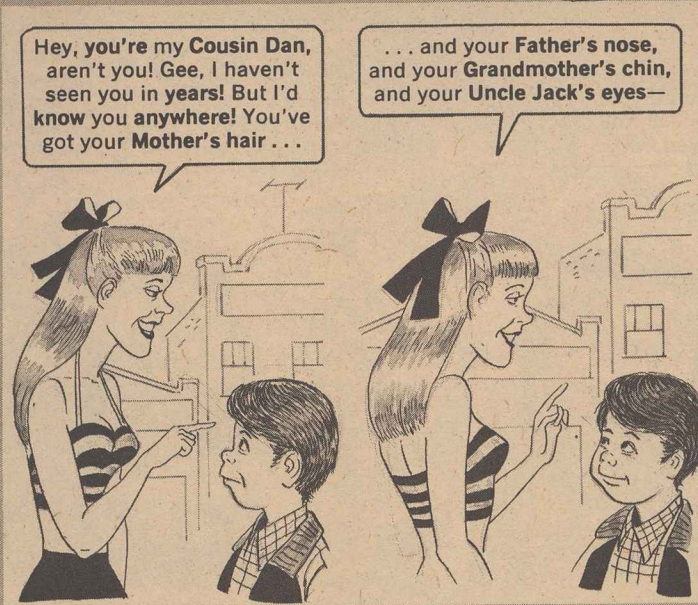
OLD AGE



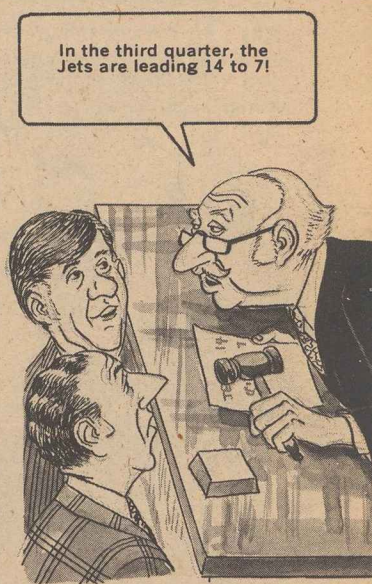
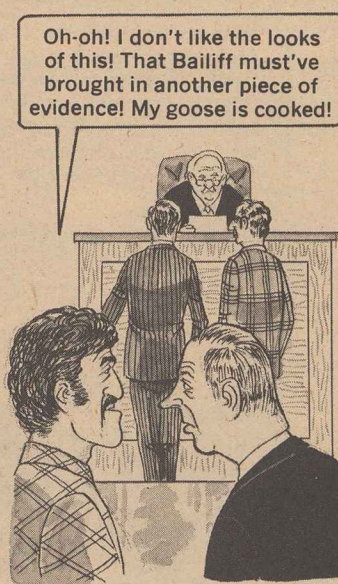
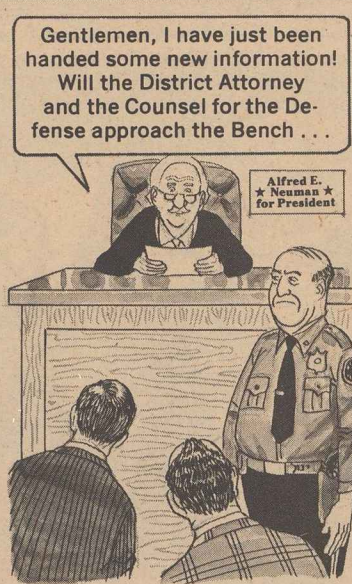
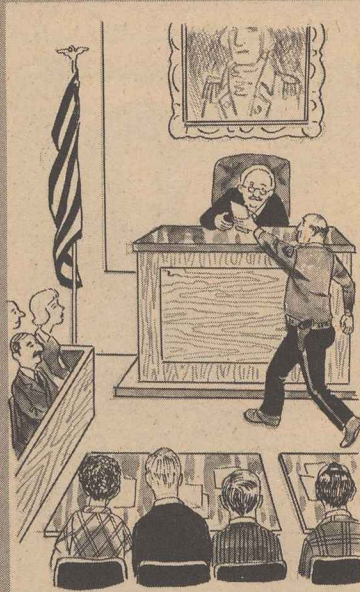
TRADITION



THE FAMILY



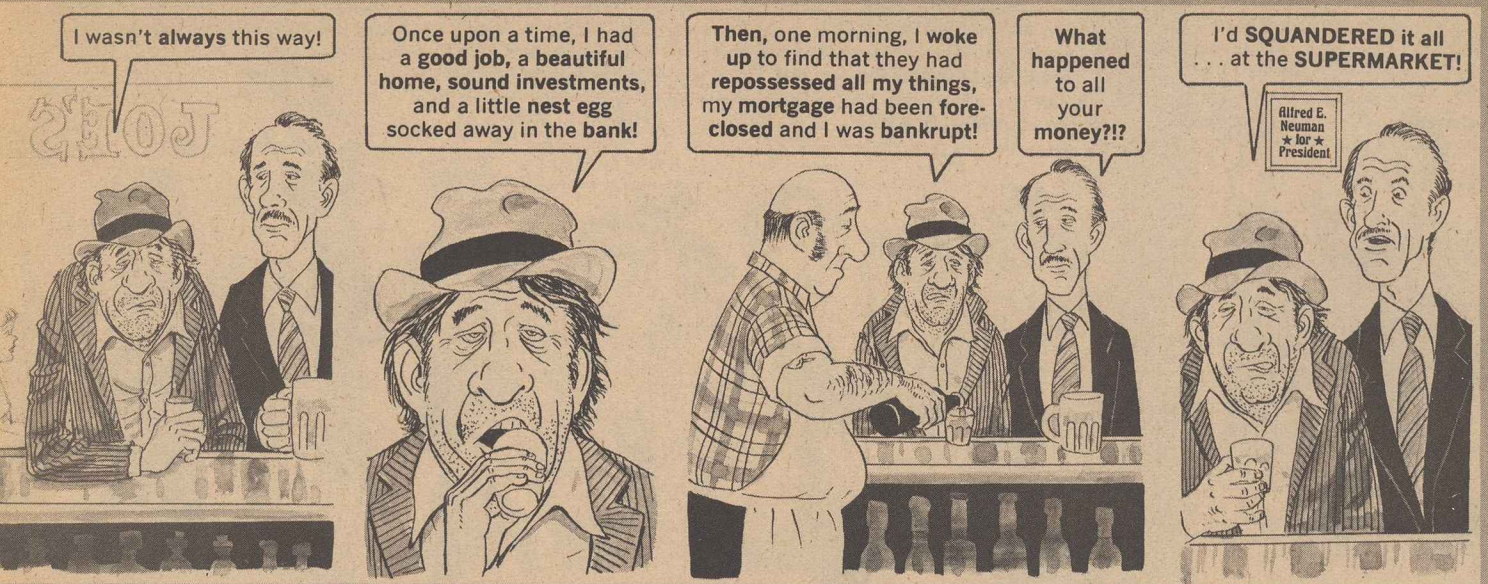
THE LAW



GIFT-GIVING



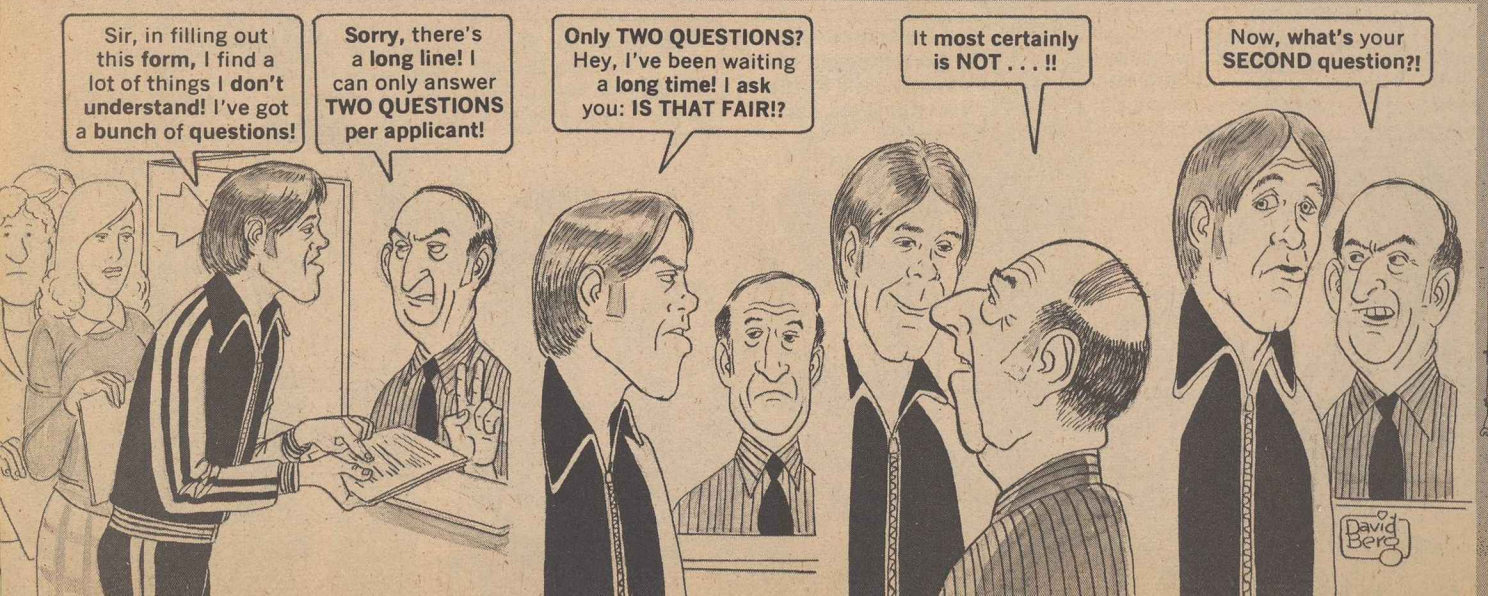
THE ECONOMY

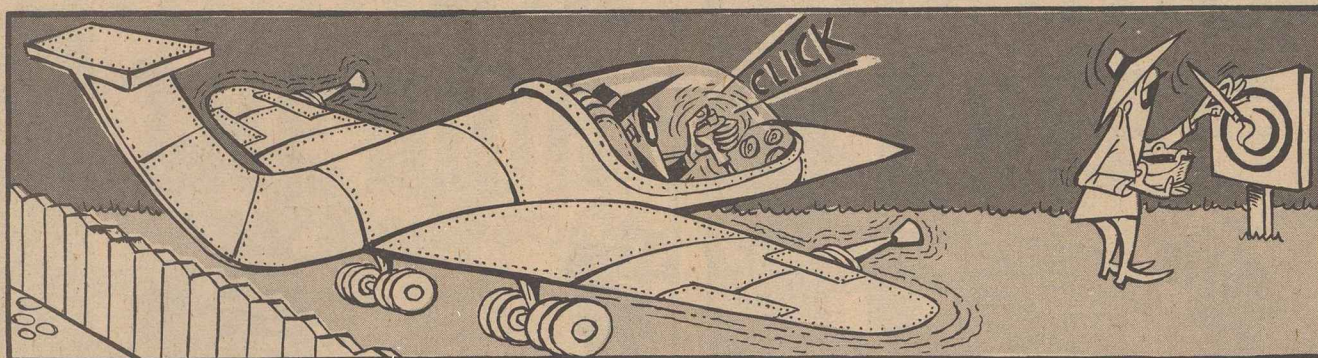
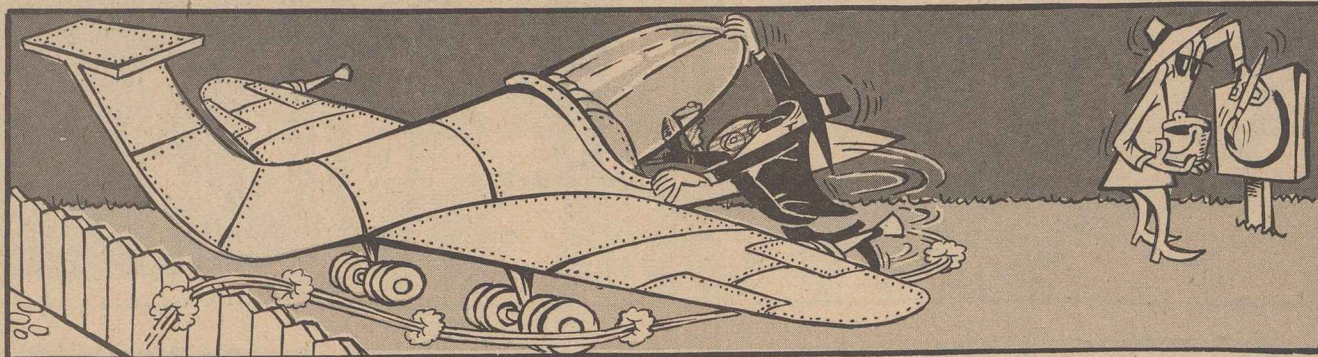
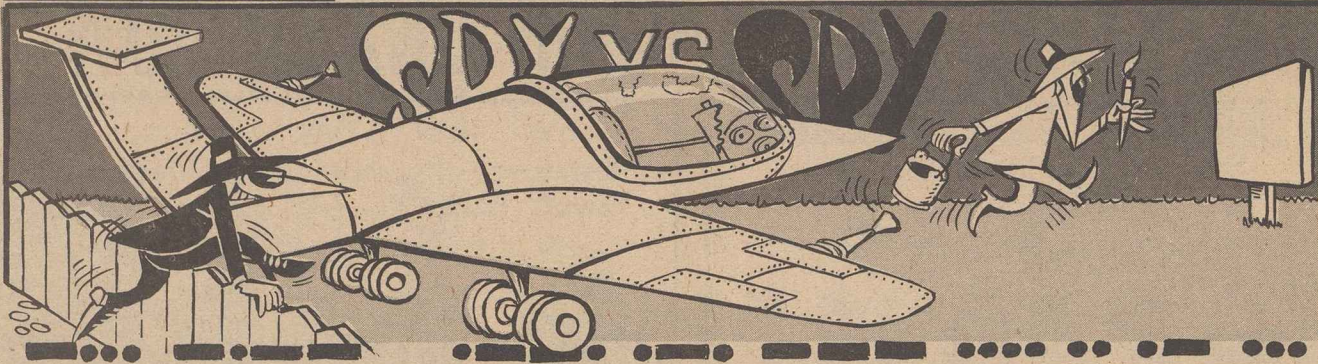


BUREAUCRACY



ATHLETICS



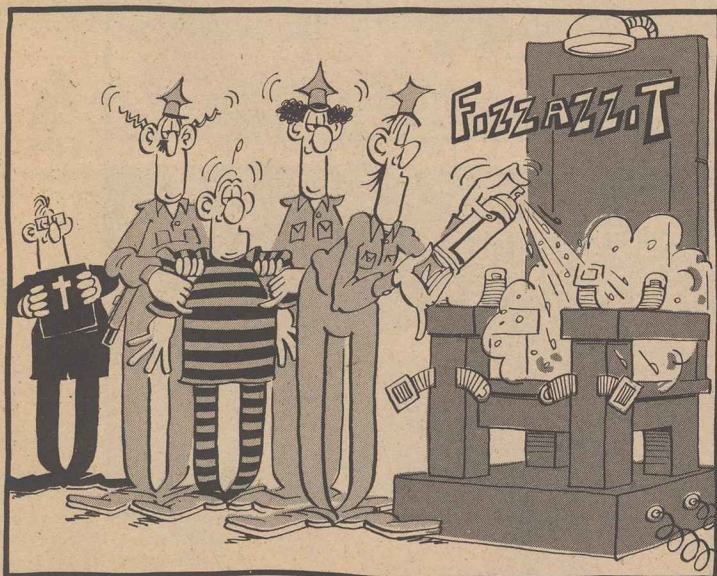
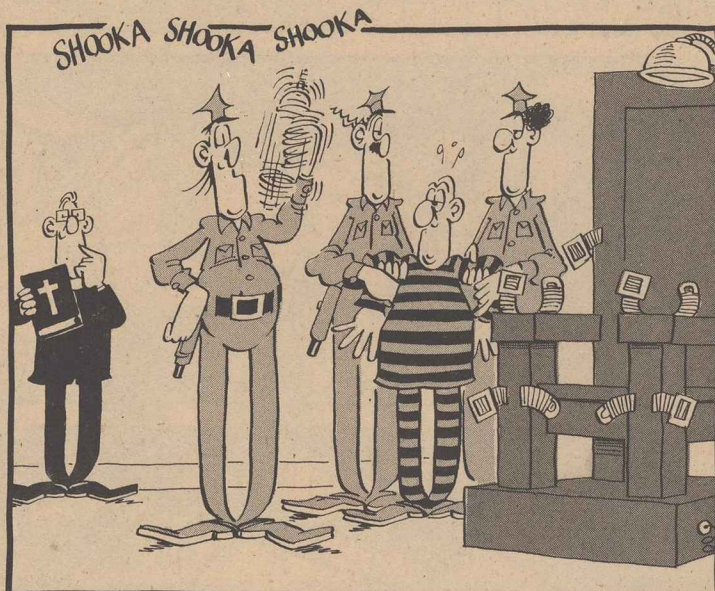
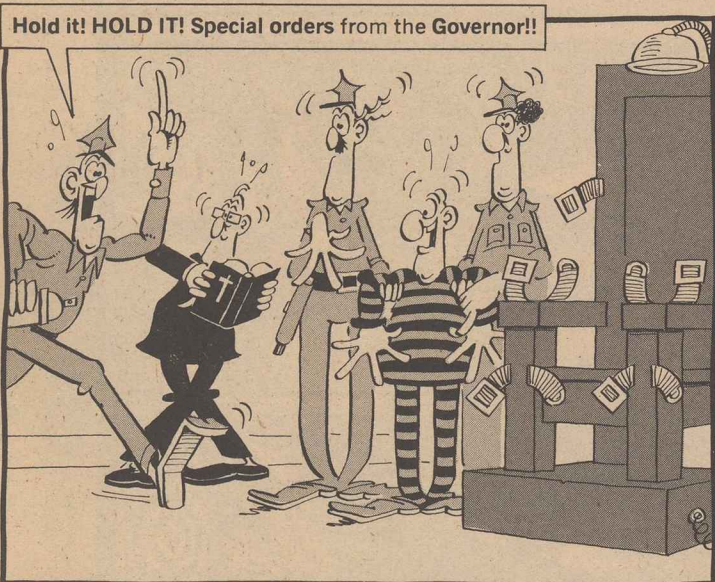
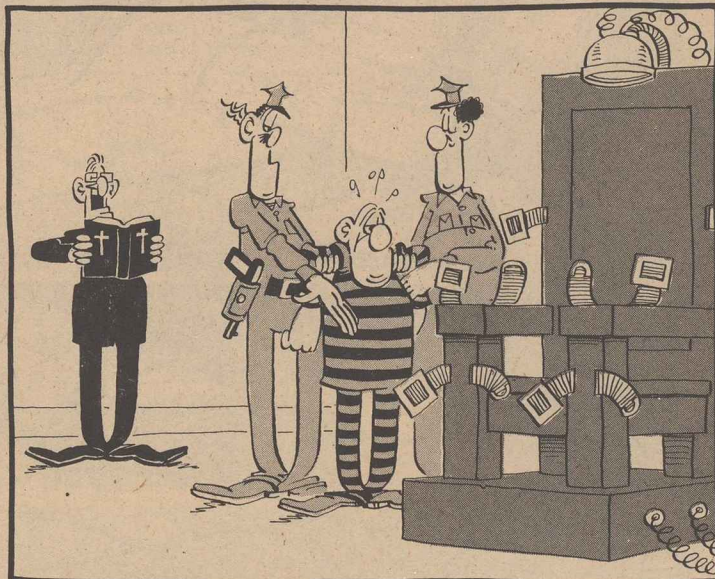
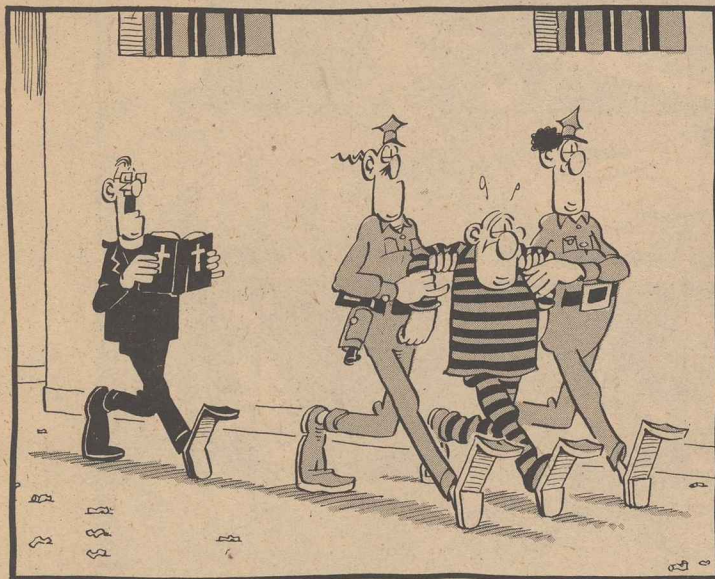


Robial-

2nd Ave

2nd St

LATE ONE EVENING ON DEATH ROW



THAR'S GOLD IN THEM THAR TRILLS DEPT.

Want to make a successful "Musical"? Then take a novel like "Don Quixote" and turn it into "Man of La Mancha"...or take a play like "Pygmalion" and turn it into "My Fair Lady". Want to make an even *more* successful Musical? Then take fantastically successful movies...like "The Godfather"...and "Towering Inferno"...and "Jaws"...and turn *them* into Musicals! Which is exactly what we've done in this next article, wherein MAD proudly presents

NEW MUSICALS BASED ON BIG MOVIES

ARTIST: MORT DRUCKER

WRITER: FRANK JACOBS

THE MOB'S ALL HERE

Based On "The Godfather"

*Godfather, Godfather,
You we obey!
From you we've learned
Crime sure does pay!
Godfather, Godfather,
Give us the word
On who gets rubbed out
Today!

Godfather, Godfather,
We show respect!
We kiss your ring!
We genuflect!
One day a sculptor will
Cast you in bronze
Because you're the
Don of Dons!

We... toast... you
With glasses of Vino
We... kneel... when
You sit on the throne!
You're... big—ger
Than Carlo Gambino and
Ten times more famous
Than Al Capone!

Godfather, Godfather,
Won't you proclaim
Who we should kill?
Who we should maim?
Each time we
Mur-der
We hon-or
Your name!

So...
Let's make some hits!
Blow out some brains!
Blast 'em to bits!
Strangle 'em, too!
And make all our
Dreams...
Come... true!



*Sung to the tune of "Matchmaker, Matchmaker"

Ah, my sons! Sonny . . . a vicious psychopathic killer, and the light of my life! Fredo . . . weak and spineless, but he moves well with his left! And Michael . . . who repays my love with the one thing I can't stand . . . **DECENCY!**

But, Pop! All I really want is "The Good Life!"

Michael, as you'll learn from this next number, this IS "The Good Life!"

*Life is a treat
In the Mafia;
Rackets are sweet
In the Mafia;
Bigshots you'll meet
In the Mafia;
And how you'll eat
In the Mafia!

I think a young man should go straight!

How can you be such an in-grate?

I'm no believer in Mob rule!

I think you went to the wrong school!

*Sung to "I Like It Here In America"

You'll have it made
In the Mafia!
Be highly paid
In the Mafia!
Learn to "persuade"
In the Mafia!
That's a skilled trade
In the Mafia!

I want to work hard and go straight!

I can't conceive of a worse fate!

I'll make you proud of what I've done!

How could I have such a bad son?

You'll testify
In the Mafia!
Crimes you'll deny
In the Mafia!
You'll never fry
In the Mafia!
Judges we buy
In the Mafia!

I'll buy a business and go straight!

Join me! I'll buy you the whole State!

Rackets and dope just aren't my line!

Pack up and move, 'cause you're not mine!

Fellow Dons! I've called you here so that we can put an end to the gang wars and the bloodshed!

But why are we meeting here . . . in a restaurant?

You must be a **NEW Don!** Don't you know that there's something even more important to a Mafia Boss than all the drugs and hijacking and gambling and prostitution . . . ?!?

What's that?!

FOOD!!

*Cold antipasto and Hot minestrone,
Plates of lasagna and Sliced provolone,
Cheese ravioli that's Smothered with sauce—
This is a snack for a Mafia Boss!

Shrimp marinara and Veal scallopini,
Fried calamari that's Served with zucchini,
Chewed while discussing our Profit and loss—
This is a snack for a Mafia Boss!

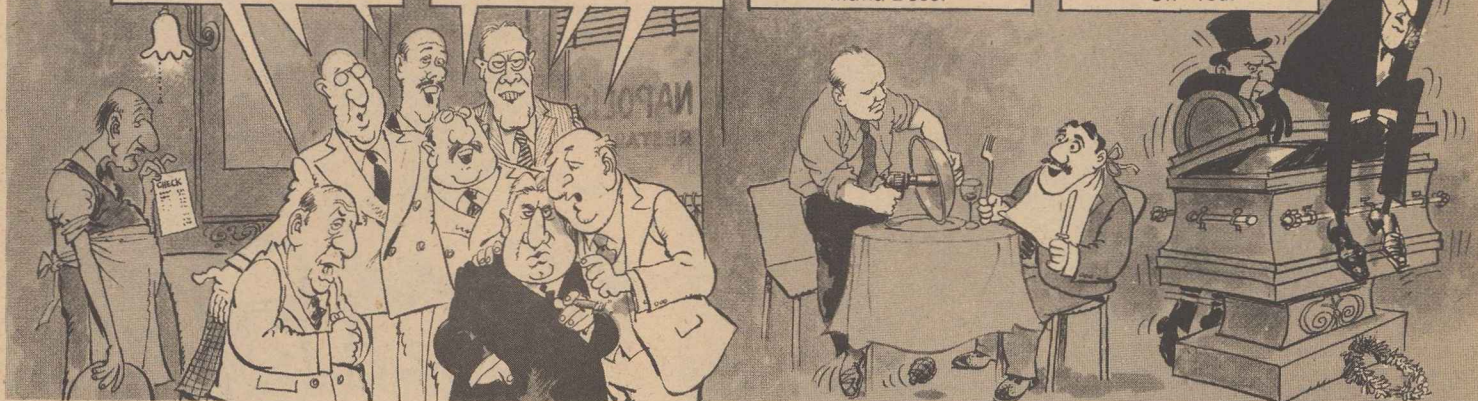
*Sung to the tune of "My Favorite Things"

When we're done here,
With our meet-ing . . .
And we've made our deal—
We'll all hurry home,
Ev'ry Mafia Boss,
And have a nice
Home-cooked
Meal!

Bowls of spaghetti washed
Down with Chianti,
Olives and eggplants and
Asti Spumante,
An—chovies in a big
Salad you toss—
This is the snack for a
Mafia Boss!

Chicken marsala and
Baked canelloni,
Café espresso and
Tasty spumoni,
Shared with a friend who
You'll soon double-cross—
This is the snack for a
Mafia Boss!

If there's trou-ble
When we leave here,
And we wind up dead—
We're happy to know
As a Mafia Boss
That we'll never
Die . . .
Un—fed!



The **OLD**
Godfather
is **DEAD!**

Long live
the **NEW**
Godfather!

Already, he's wiped
out three rival mobs,
bought control of Las
Vegas, killed his own
brother, and squeezed
out a **SECOND**
"Godfather" Picture!

Yeah,
but
I
hear
he
may
retire!

ME . . . retire?! I'm
heading where the
REAL crime is . . .
where I can boss
really **BIG** crooks!

Hey! Where's that?

In **POLITICS!!**
First, I'll be
Governor, then
Senator, and in
a few years . . .
PRESIDENT! And
before long . . .

*I'll raise the income tax by billions!
Hoo-boy, my take will really climb—
I'll pull the cash in,
Or heads I'll bash in
To satisfy my itch for crime!



*Sung to the tune of "Get Me To The Church On Time"

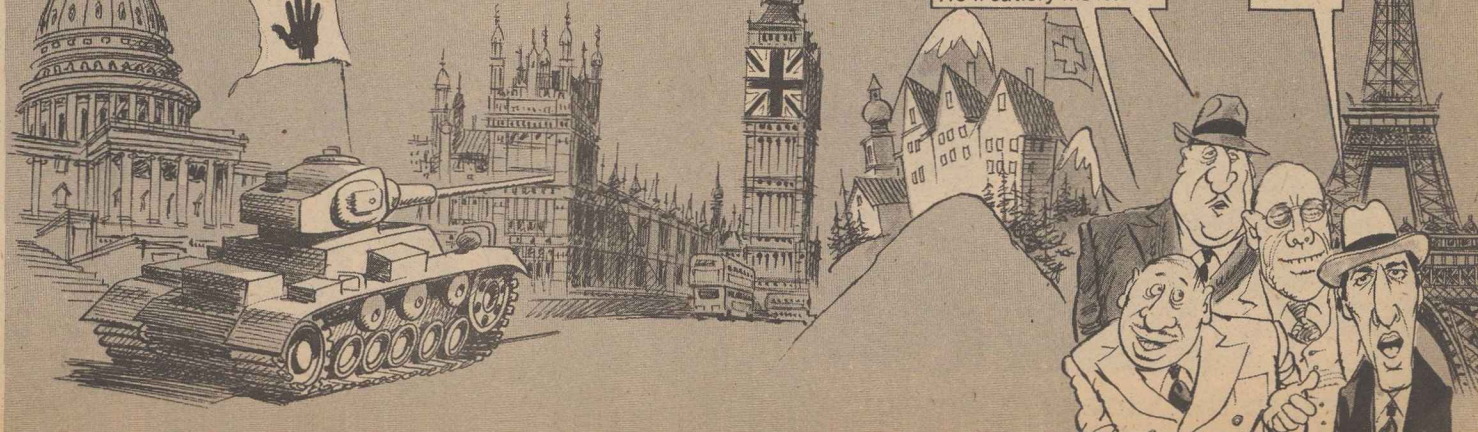
I'll shake the British down for millions!
Squeeze till the Swiss don't have a dime—
Sell France protection,
Make my collection,
And satisfy my itch for crime!

With all this pow-er,
I just can't lose;
I'll make them of-fers
That they can't
Refuse!

I'll fill the Senate with Sicilians—
They'll follow orders ev'ry time;
No Feds will stop me—
No mob can top me—
I'll satisfy my itch—

At
last
I'll
satisfy
my itch
. . . for
crime!

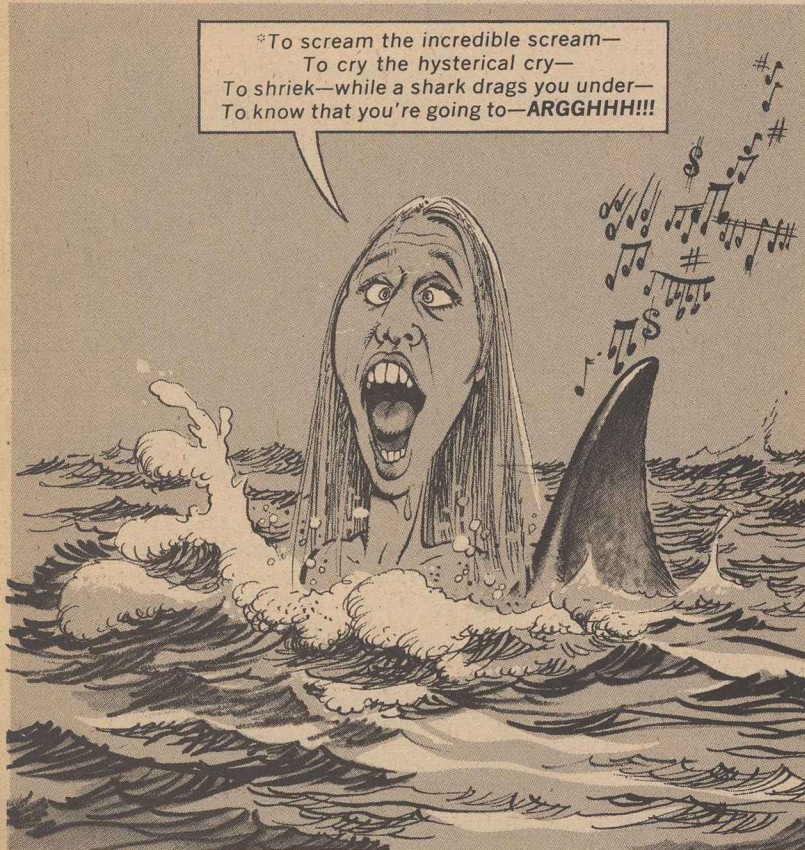
He'll satisfy his itch—



THE SHARK AND I

Based On "Jaws"

*To scream the incredible scream—
To cry the hysterical cry—
To shriek—while a shark drags you under—
To know that you're going to—**ARGGHHH!!!**

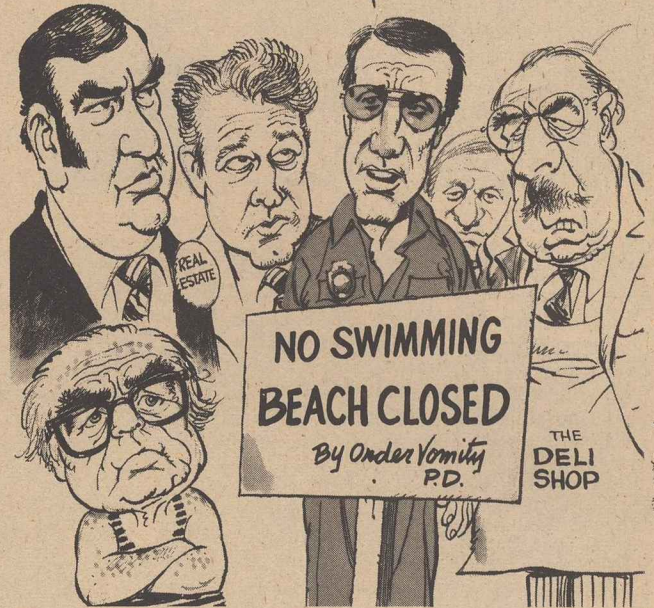


*Sung (briefly) to "The Impossible Dream"

Chief... as the town's leading businessmen, we want you to put an end to these **SHARK RUMORS!**

RUMORS... ?!?
A girl's been **KILLED!!** How many deaths can this island take?

Of **PEOPLE**... plenty!
Or our **BUSINESSES**... none!
You see—



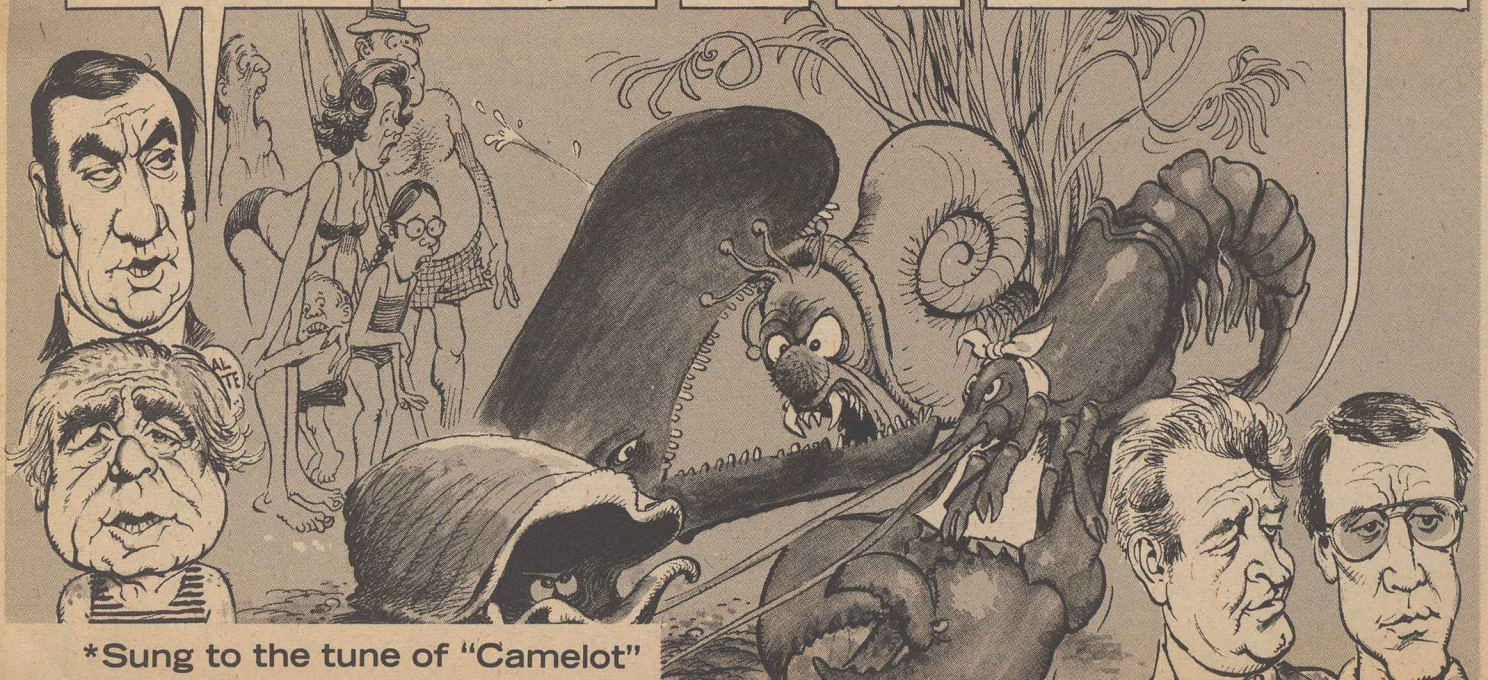
*Ten thousand tourists soon Will disembark here;
The money that they're Spending means a lot;
To tell them there's a great Big hungry shark here Is **tommyrot!**

It's possible in seaweed She was strangled;
A lobster may have Killed her on the spot;
To claim that by a shark The girl was mangled Is **tommyrot!**

Tommyrot!
Tommyrot!
She may have died inside a whale!

Tommyrot!
Tommyrot!
Or met a vicious snail!

She may have tried to swim right after eating;
Or met a giant clam, if you prefer;
The flu she may have got— It's going 'round a lot!
To say a shark has Made a meal of her... Is... **tom-my... rot!**



*Sung to the tune of "Camelot"

Hooper ... you're an Oceanographer and an expert on sharks! I want a detailed, scientific explanation of shark behavior!

It's very complicated, but I'll try ...

*JAWS—a mouth, a great big mouth!

TEETH—those things that kind of crunch!

BITE—the way sharks say "Hello!"

US—his fav'rite quickie lunch!

BLOOD which turns the ocean red!

CHOMP—which makes a swimmer pause!

GLUB—which means the shark's been fed!

Which brings us back to JAWS!



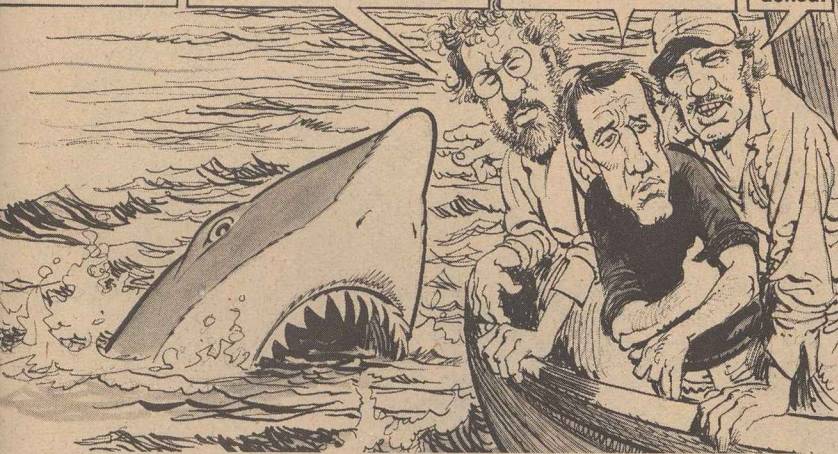
*Sung to the tune of "Do Re Mi"

Men, the shark is closing in for his attack! Does everyone know what he's supposed to do?

I'm going to lower myself into the water and stab him with a poisoned harpoon ... the odds of bringing this off being 100,000-to-1!

I'm going to get seasick, after which I'll crouch, frozen in fear, while the shark tears our boat in half!

Boy, am I sorry I asked!



THE SHARK'S GOT ME! KILL HIM, MAN! Kill Him!!

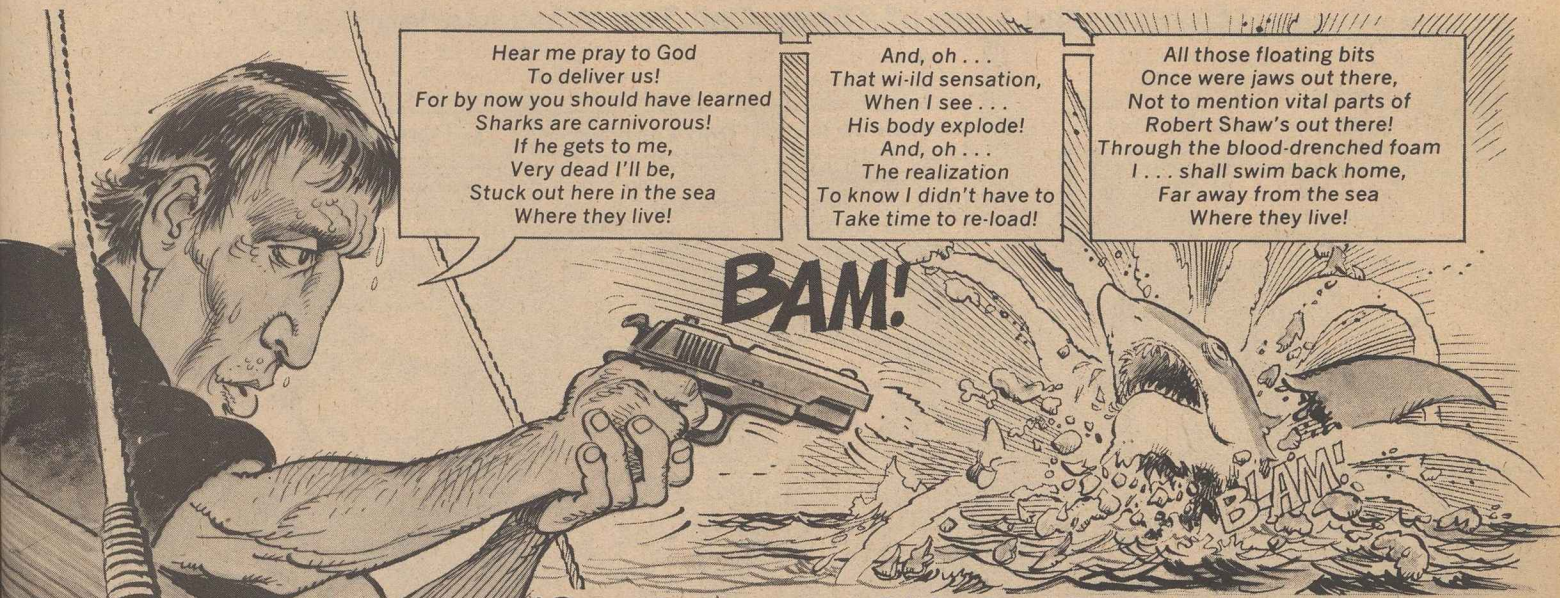
*I have never felt such great fear before; I have also never sung to sharks out here before; This one's out to kill, And I'm sure he will, 'Cause I'm here in the sea where they live!



Hear me pray to God To deliver us! For by now you should have learned Sharks are carnivorous! If he gets to me, Very dead I'll be, Stuck out here in the sea Where they live!

And, oh ... That wi-ild sensation, When I see ... His body explode! And, oh ... The realization To know I didn't have to Take time to re-load!

All those floating bits Once were jaws out there, Not to mention vital parts of Robert Shaw's out there! Through the blood-drenched foam I ... shall swim back home, Far away from the sea Where they live!



*Sung to the tune of "On The Street Where You Live"



GO TO BLAZES!

Based On "The Towering Inferno"

Welcome to the
Grand Opening
of The Glass
Tower! I know
you're burning
with curiosity
and aflame with
excitement! So
let me tell you—

*We could not wait
To ded-i-cate
This great enormous
Spire!
The show we've got
Is really hot,
'Cause the
Building is on
Fire!

On
fire!
On
fire!
The
building
is
on
fire!

It's really grand
That you're on hand
In all your fine
Attire!
A barb-e-cue
We've planned for you,
'Cause we
Can't put out the
Fire!

The
fire!
The
fire!
They
can't
put out
the
fire!

We're very high
Up in the sky;
No building reaches
Higher!
I'm sure no one
Will eat and run
'Cause we're
Trapped here in the
Fire!

The
fire!
The
fire!
We're
trapped
here
in the
fire!

*Sung to the tune of "They Call The Wind Mariah"

The flames, I fear,
Will soon be near,
And then we will perspire;
I'll share my can
Of Ultra-Ban
While we die here in the fire!

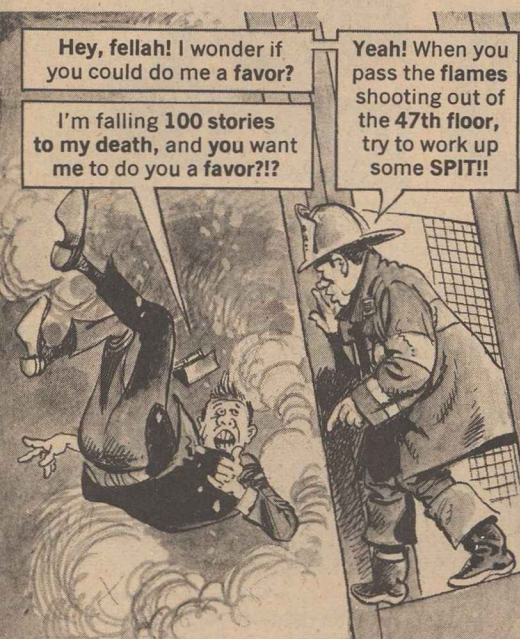
The fire!
The fire!
We'll
die here
in the
fire!

Where did the
fire start . . . ?
In the Acme
Turpentine Co.!

THAT's no problem!
Then it spread to
the Ajax Cigarette
Lighter Fluid Co.!

And THAT's no problem!
And now it's headed for
the residence of a Mrs.
O'Leary, who owns a cow!

Now
THAT
could
be a
problem!



*Burn up big buildings! Plant bombs in planes! Go for dev-a-station! That's what en-ter-tains!

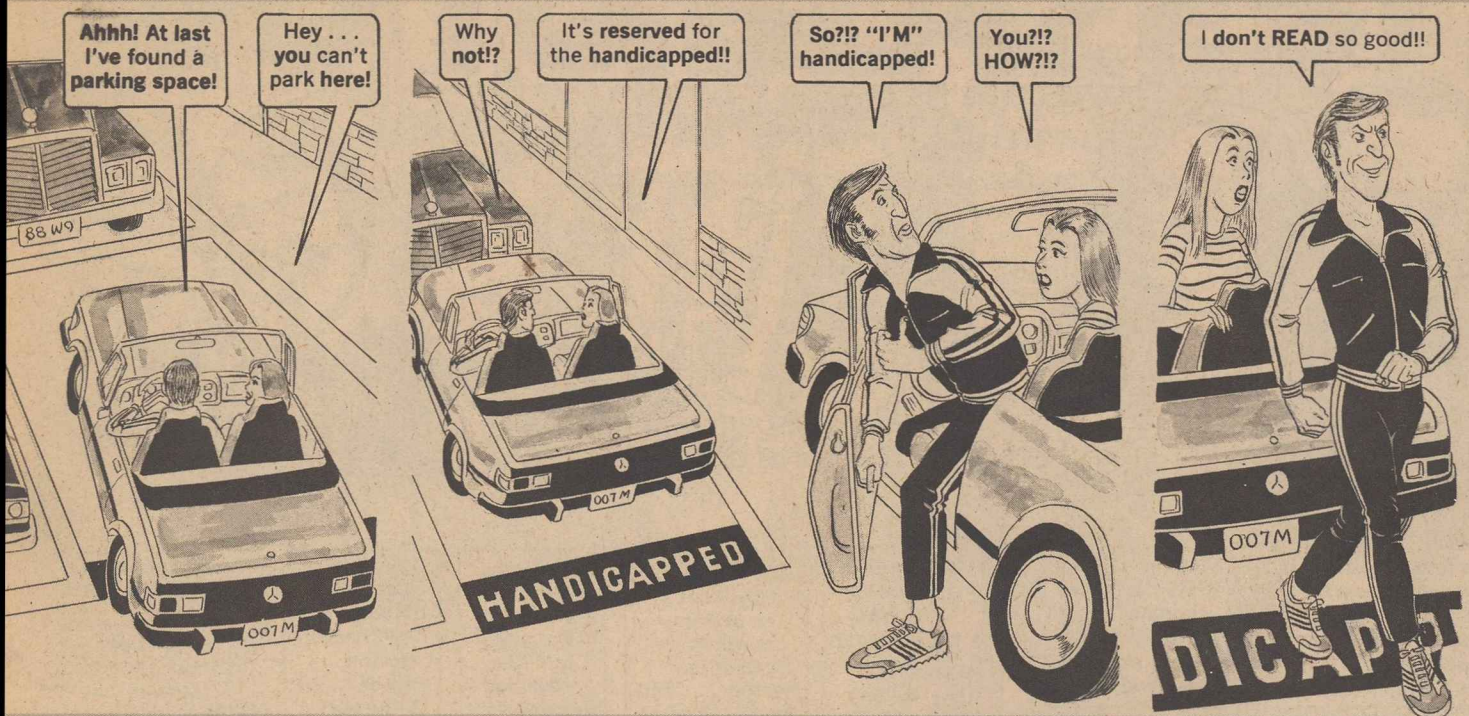
Show ocean lin-ers Turned up-side down! Fake a gi-ant earthquake Lev-el-ling a town!

Ev'ry studio knows What the public expects— A ri-di-cu-lous plot With great special effects!

Stick with dis-as-ter! Rake in the cash! You may lose the crit-ics— But... you'll... have... a... smash!



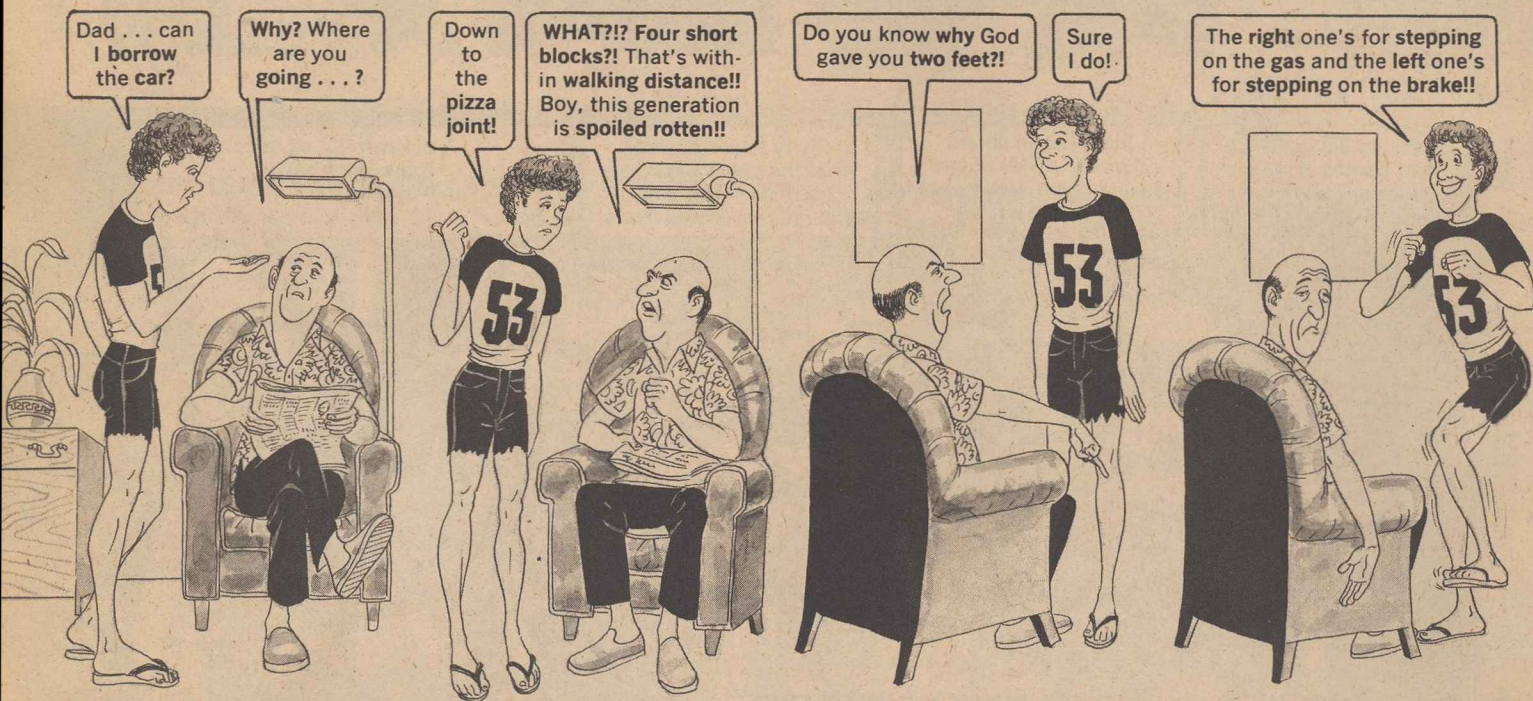
PARKING



BERG's-EYE VIEW DEPT.

THE LIGHTS

THE CAR



GRANDPARENTS



WAAA!

Tommy ... you stop throwing a tantrum this instant!!

If you'll be quiet, Tommy, Grandma and Grandpa will give you a PRESENT!

Okay! I'll be quiet!

Great! You come here once a month and bring him a present, and all of a sudden, you're the good guys, and I'm the heavy! Thanks!

YOU'RE NOT DOING ME ANY FAVORS, SPOILING MY CHILD LIKE THAT!

We've got a present for YOU TOO!

Okay! I'll be quiet!

R SIDE OF...

ARTIST & WRITER:
DAVE BERG

CONFESSIONS

I hate to admit it, girls, but I've got a terrible vice!

Don't feel bad! So do I!

I do, too!

Mine is: I'm a secret drinker! Every weekend, I check into a motel and go on a drinking binge!

Mine is: I've got a lover that my Husband doesn't know about! We secretly meet at my lover's house, and we do our thing!!

What's YOUR vice, Helen?

I'm a big BLABBERMOUTH!

JOGGING

I was watching you jog! You had such a strained expression on your face! Surely, it can't be pleasurable! Why do you do it?



Because it gives me muscle tone! Because it gives my heart a good workout! Because it's very healthy!!

Don't give me that!!



Plenty of joggers drop dead while running!!

That's true . . . !



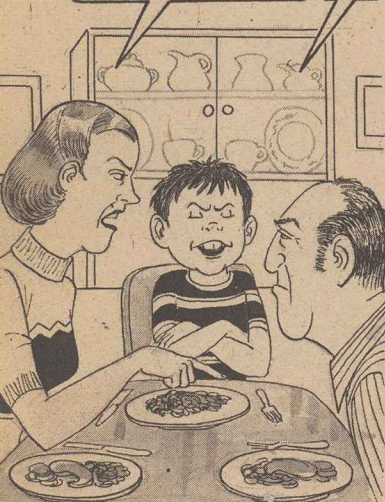
But at least they **DIE HEALTHY!!**



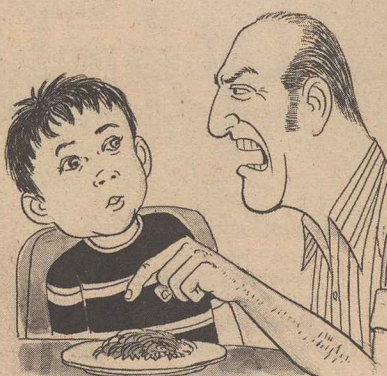
EATING

EAT YOUR SPINACH!

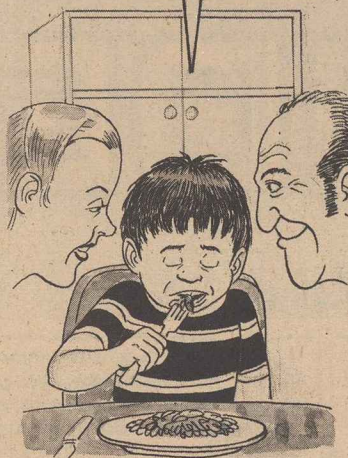
NO!!



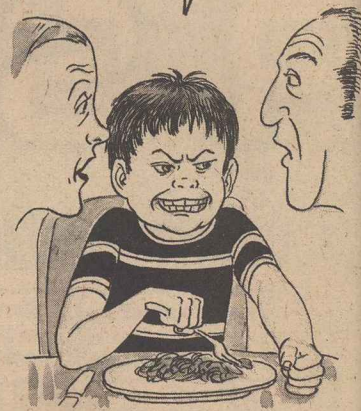
Do as your Mother tells you! **EAT YOUR SPINACH!! Understand?! Then you'll grow up to be BIG and STRONG!!**



Okay! Okay! I'll **EAT** your spinach! And I'll **GROW UP** to be big and strong!!



And then I'll **TELL** you both what you can **DO** with your lousy spinach!!



DANCING

OUCH!

What are you **OUCHING** about?



Your **FEET** are **KILLING** ME!!



REUNIONS

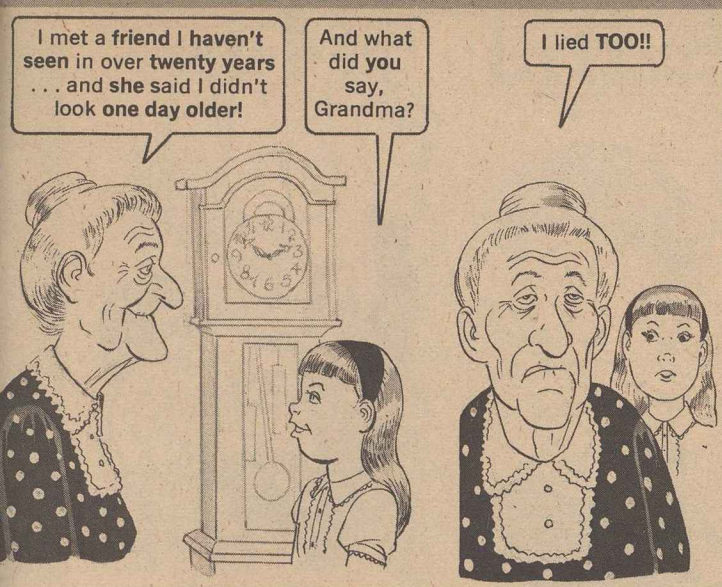
Well, if it isn't my old classmate, **Milton Beemish!** What've you been **doing** with yourself all these years???



THIS . . . !!



OLD FRIENDS



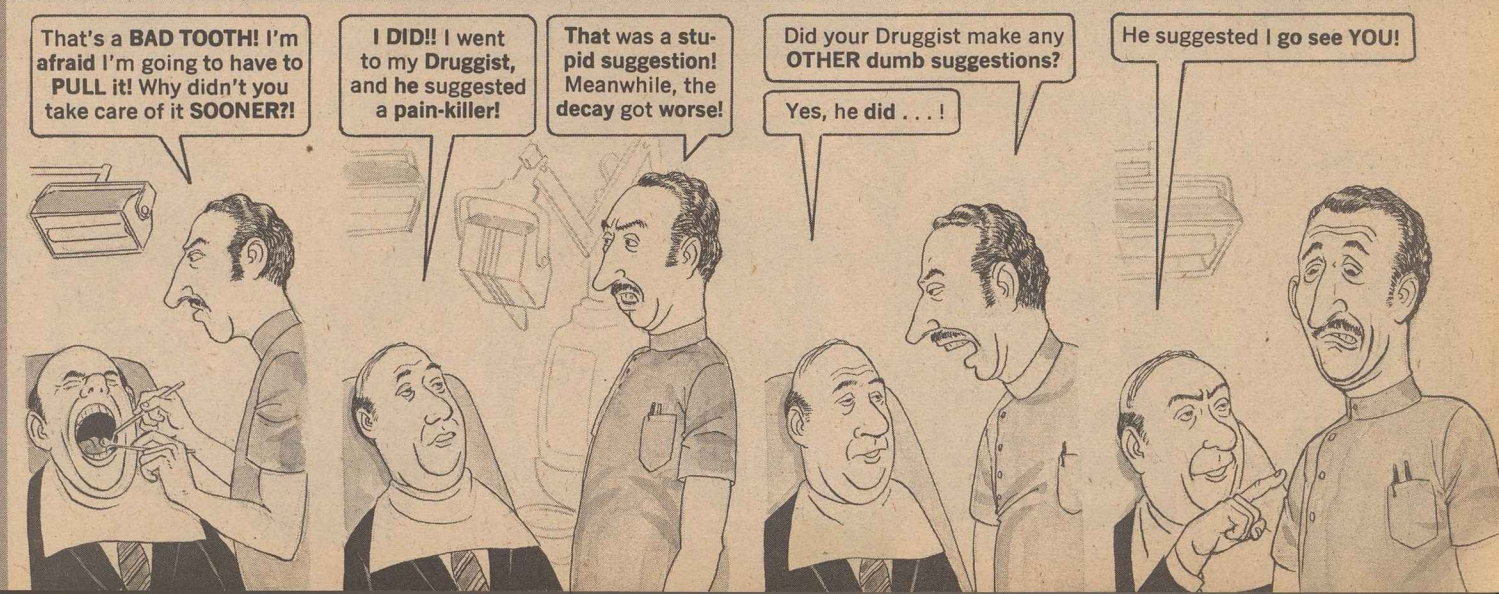
THE ECONOMY



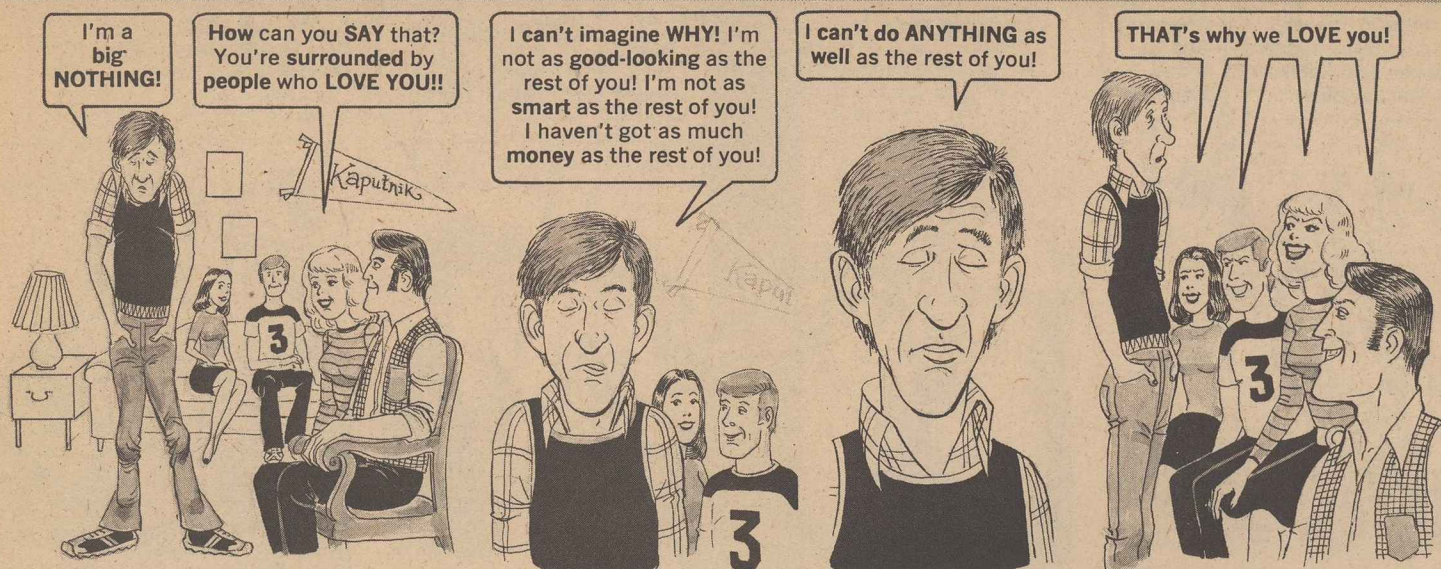
HOSPITALITY



THE DENTIST



RELATIONSHIPS



TEENAGERS

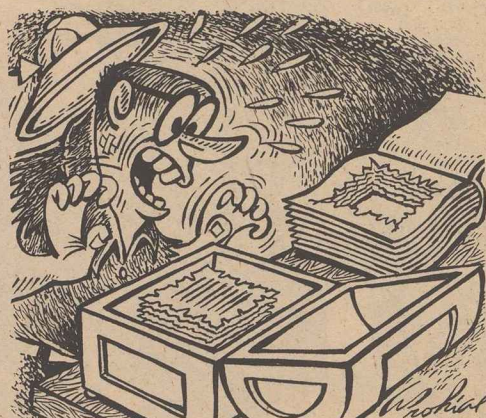
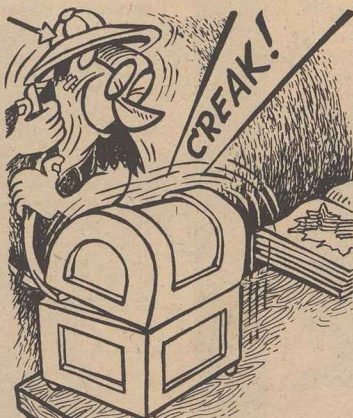
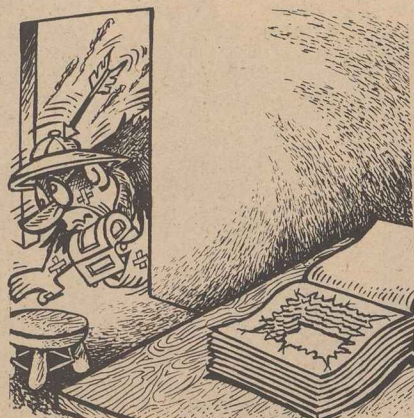
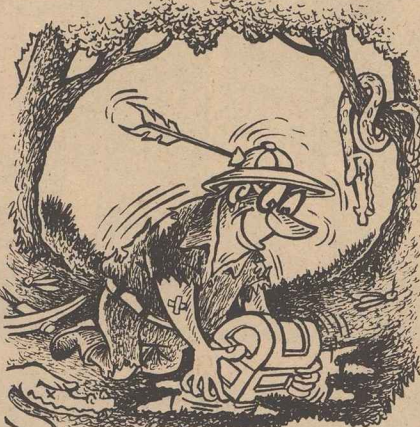
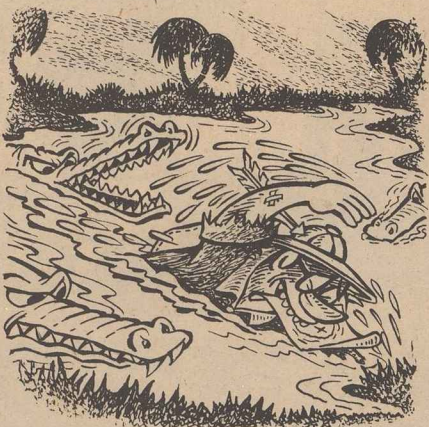
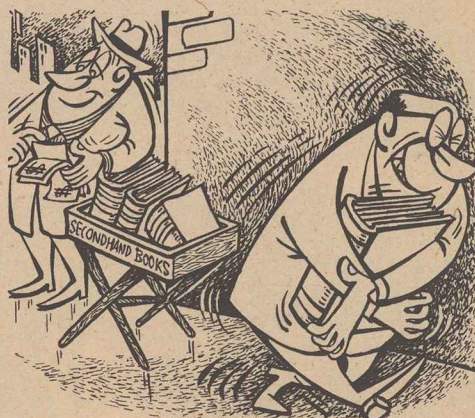
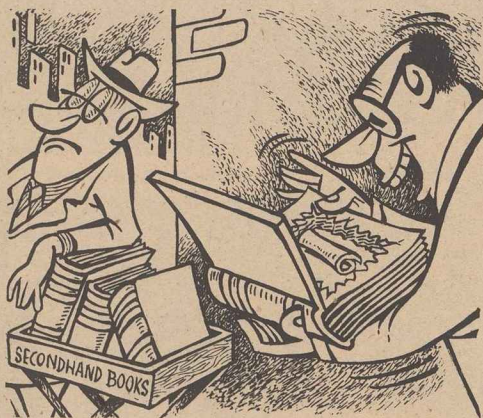


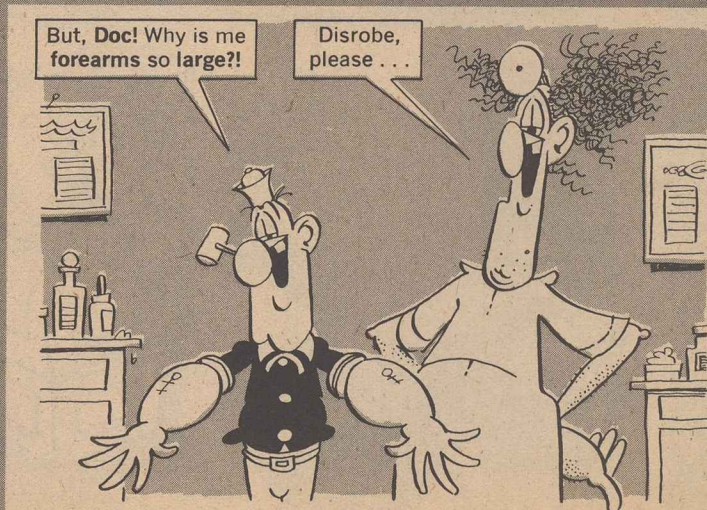
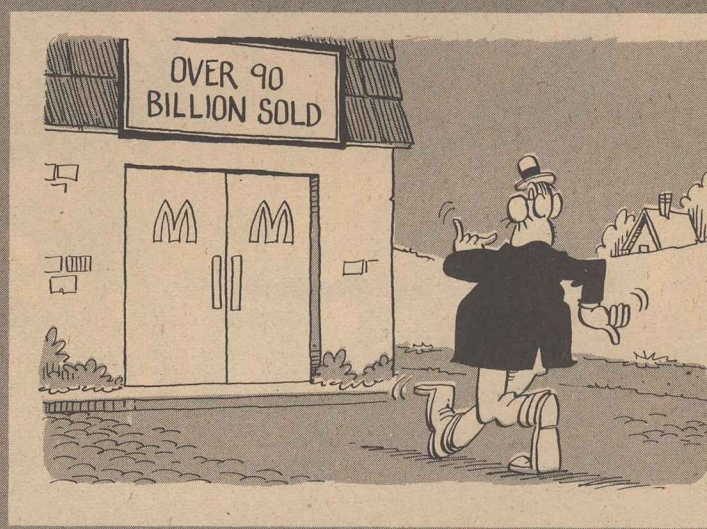
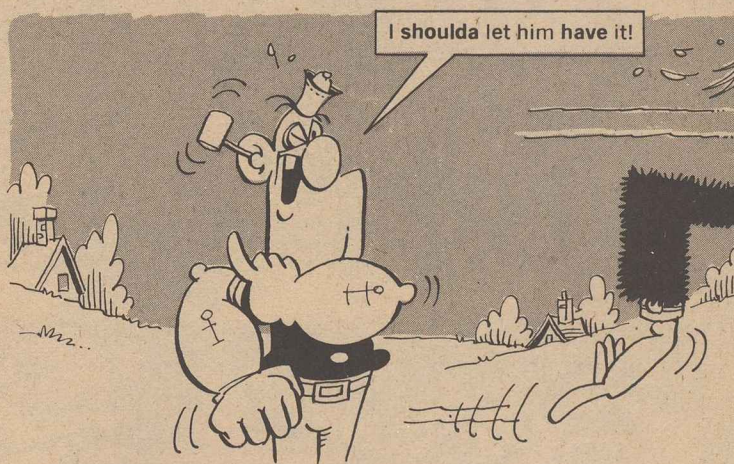
MEALS



THE TREASURE MAP

ARTIST & WRITER: ANTONIO PROHIAS



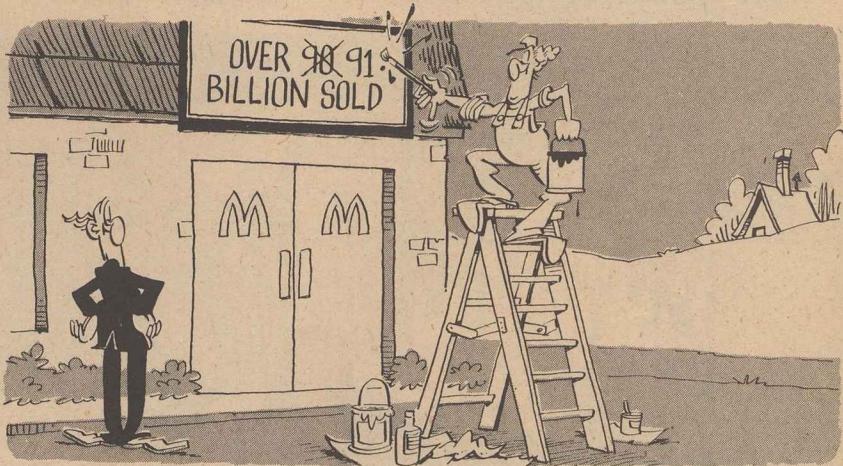
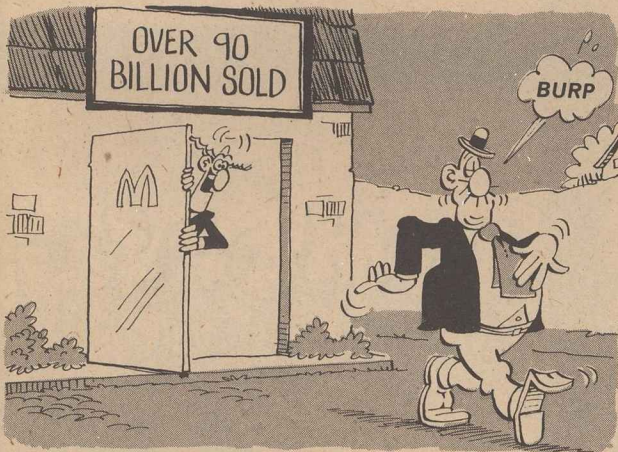


LOOKS AT POPEYE

Popeye, do you love me
... or am I too skinny?

Of corpse I loves
ya, Olives ... !

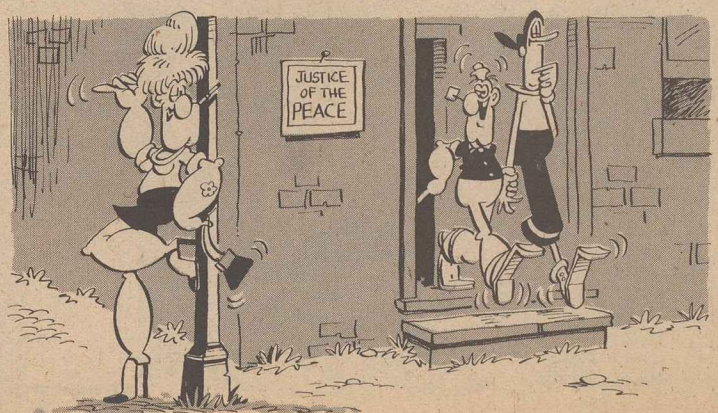
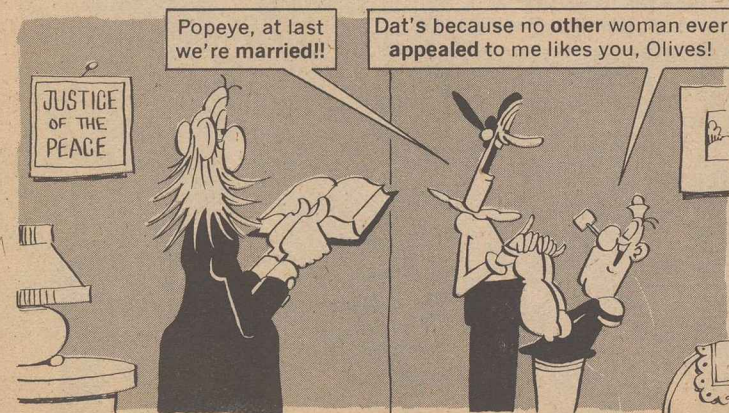
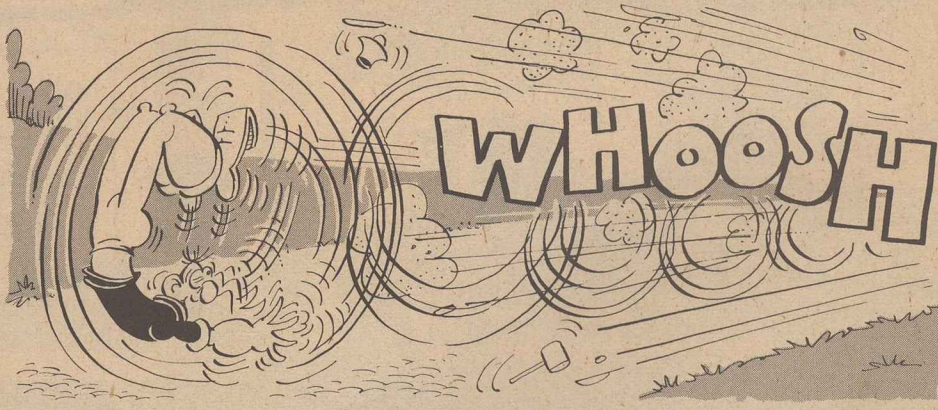
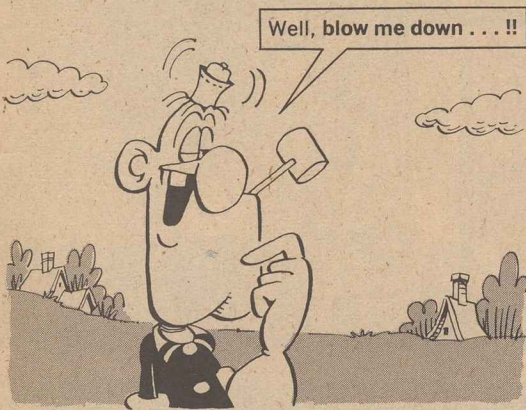
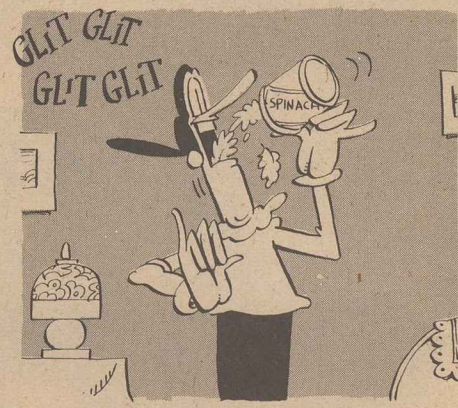
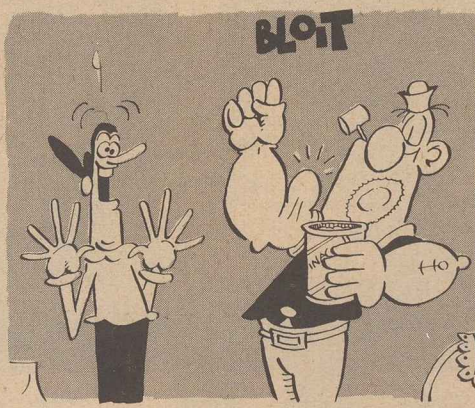
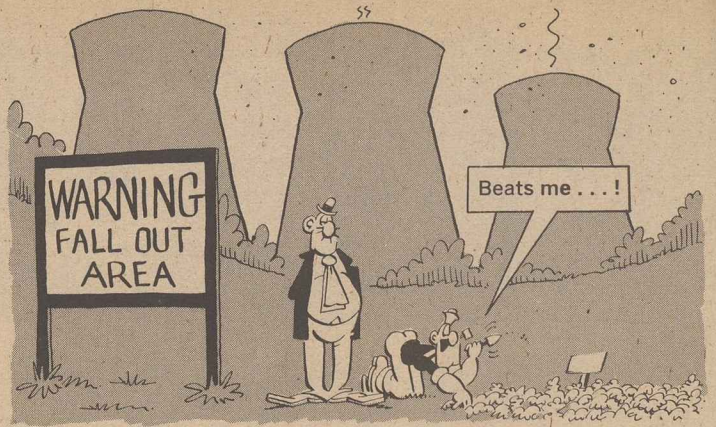
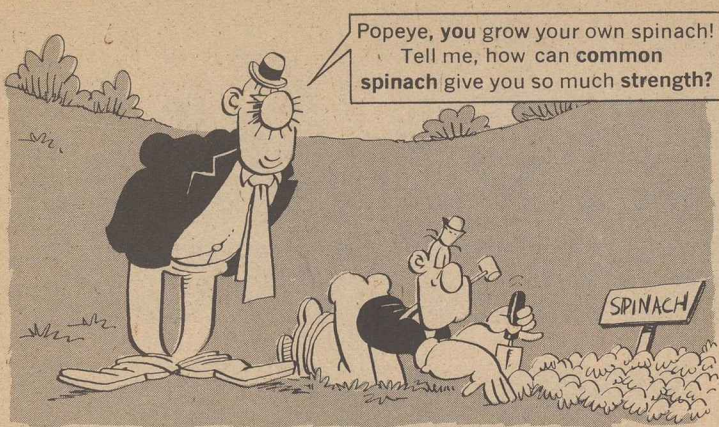
I got your pi'tcher tatoood
on me arm, don' I?!



Dang shirt is too tight!

Ugh!

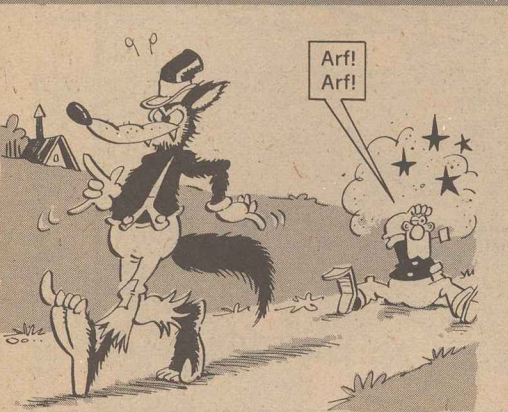
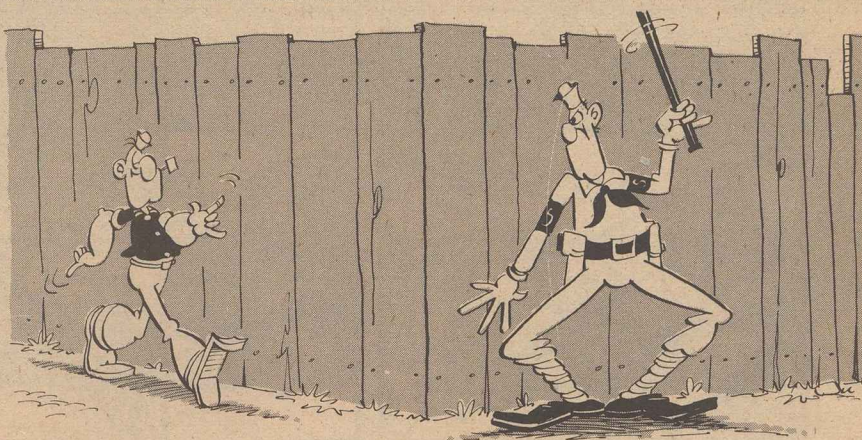
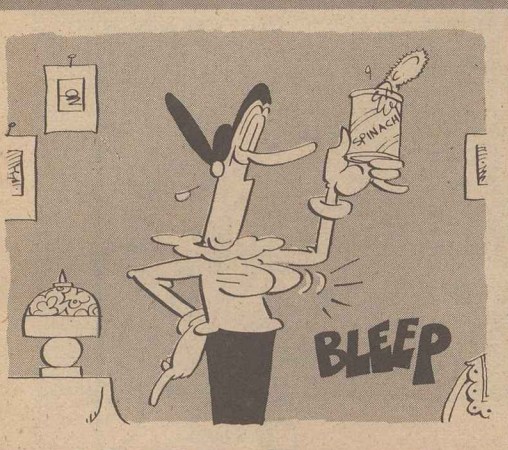
No wonder!! You were cutting off
the CIRCULATION!! Now, let's
take off those tight PANTS!!



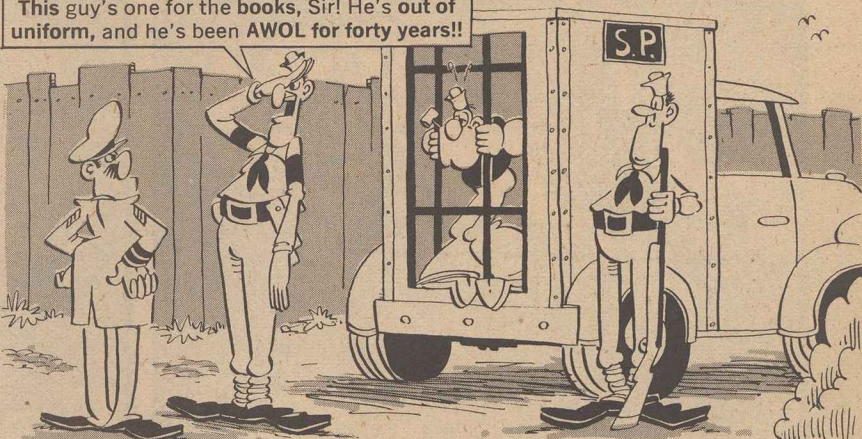
Listen, Runt! I'm takin' your goil friend, an' we're gettin' hitched!!

Oh-oh!! Popeye is getting out his can of **spinach**! NOW, you're in for it!!

Arf!
Arf!



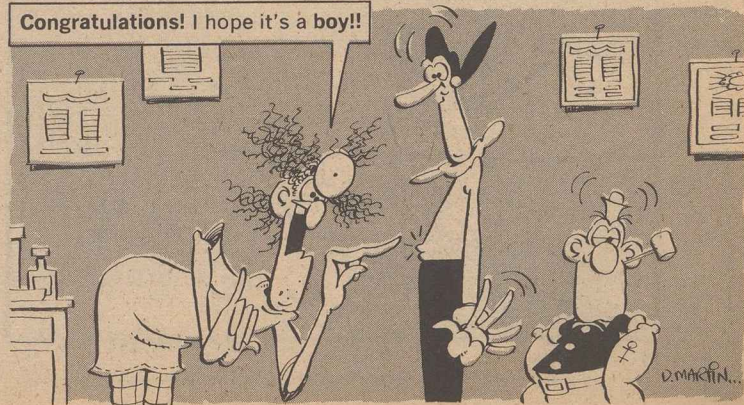
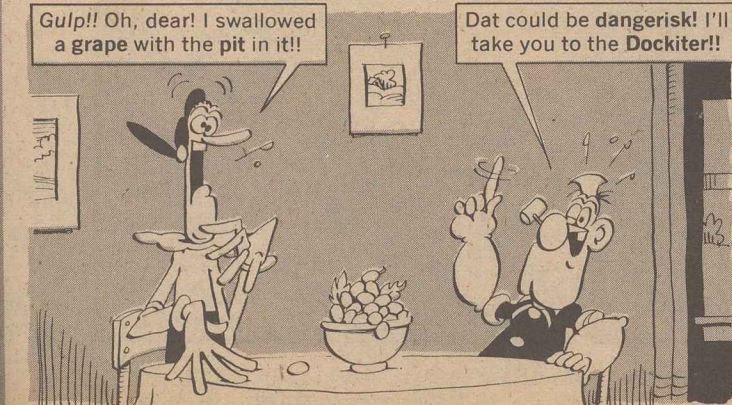
This guy's one for the books, Sir! He's out of uniform, and he's been AWOL for forty years!!

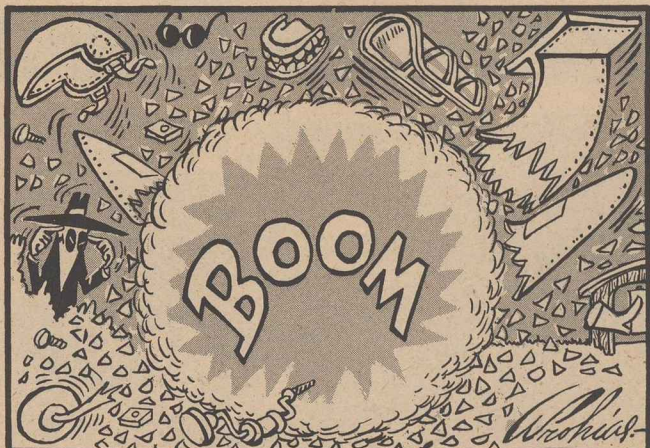
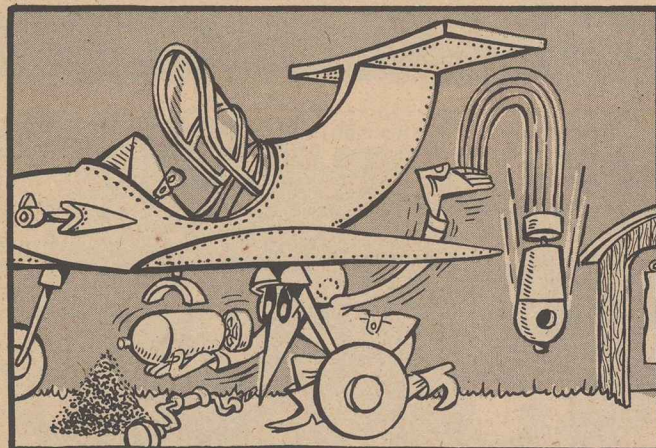
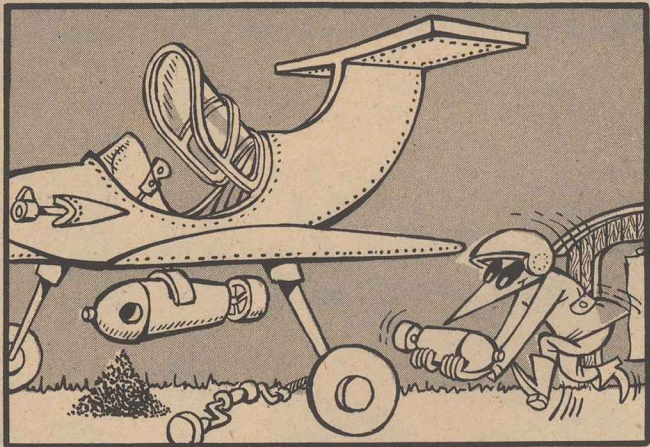
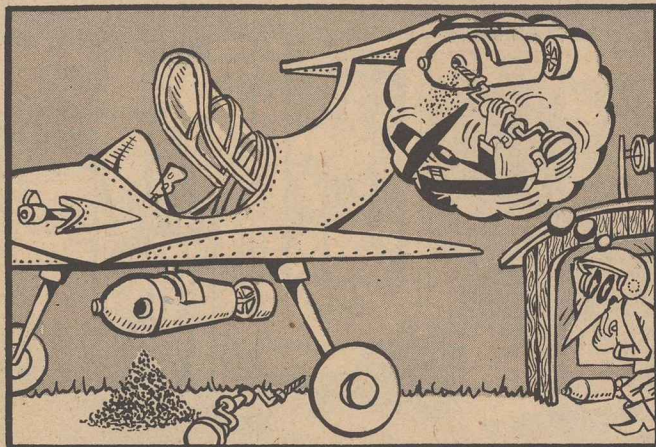
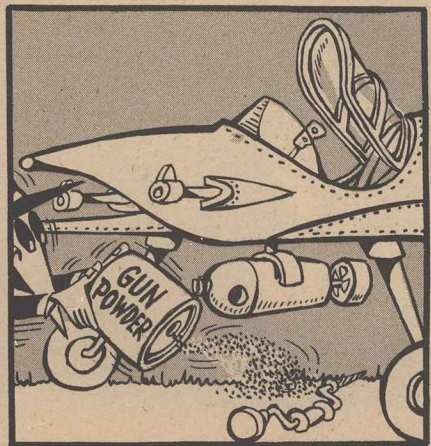
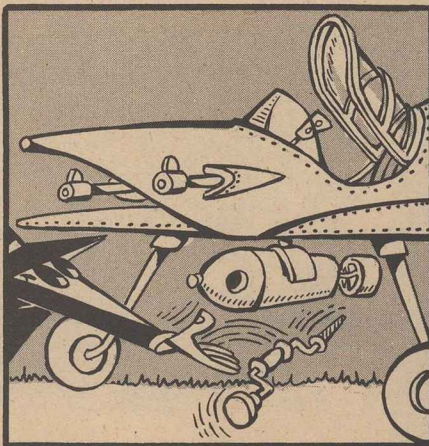
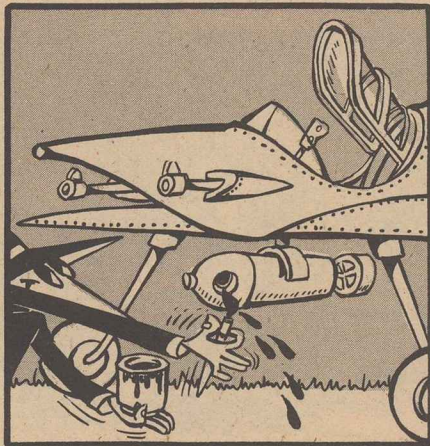
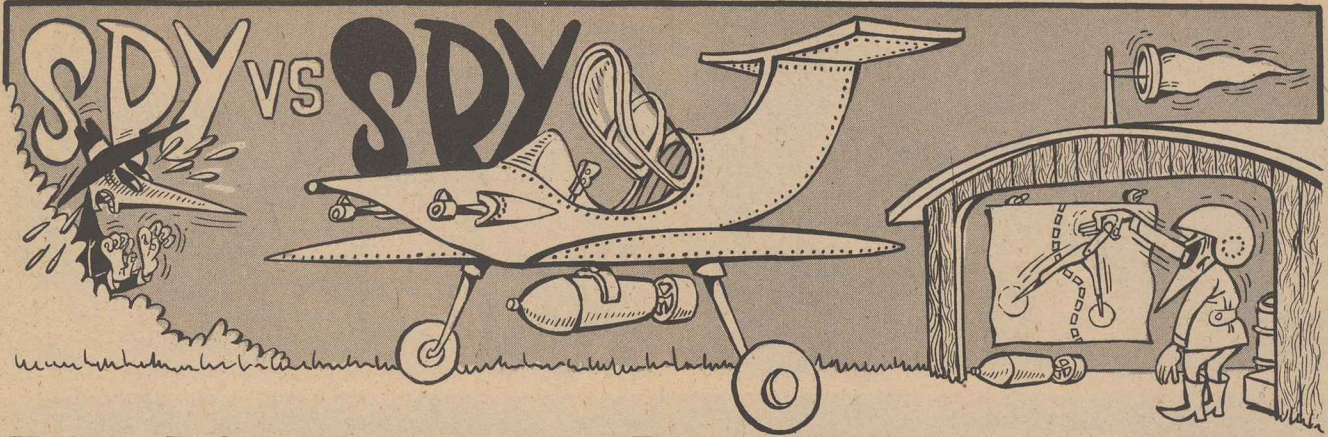


Gulp!! Oh, dear! I swallowed a grape with the pit in it!!

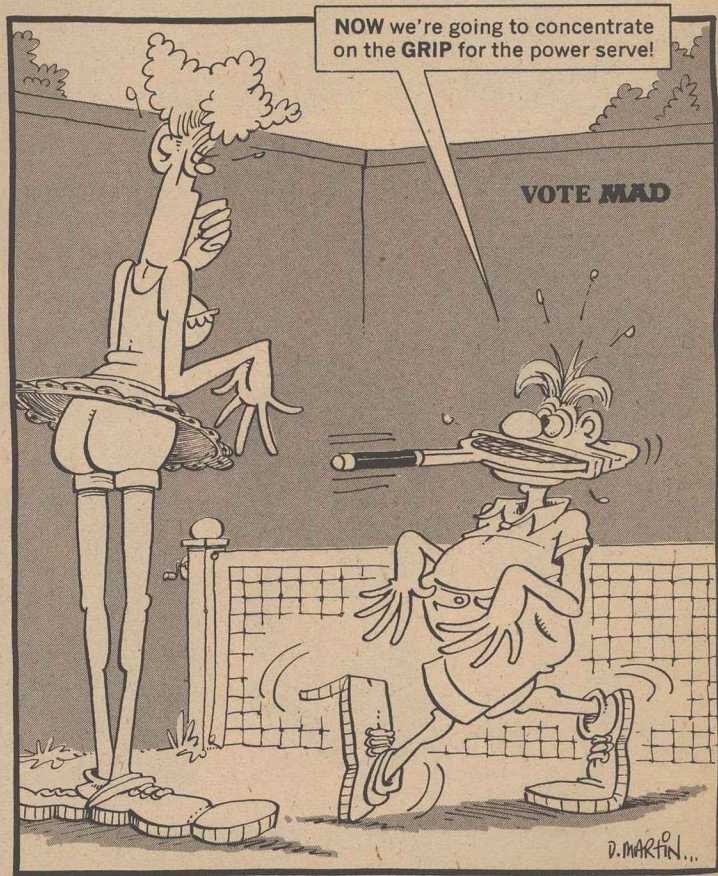
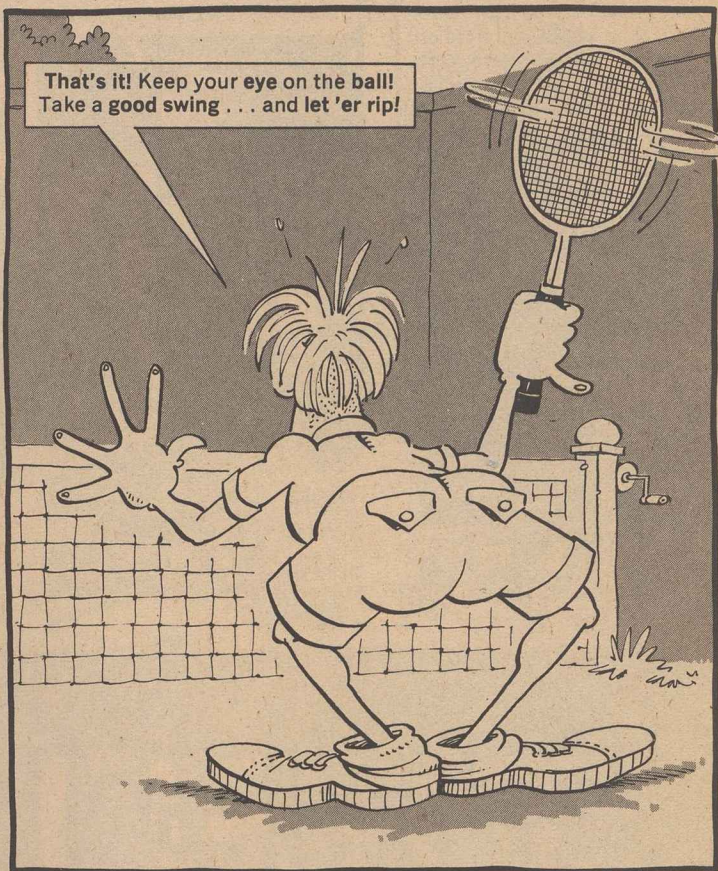
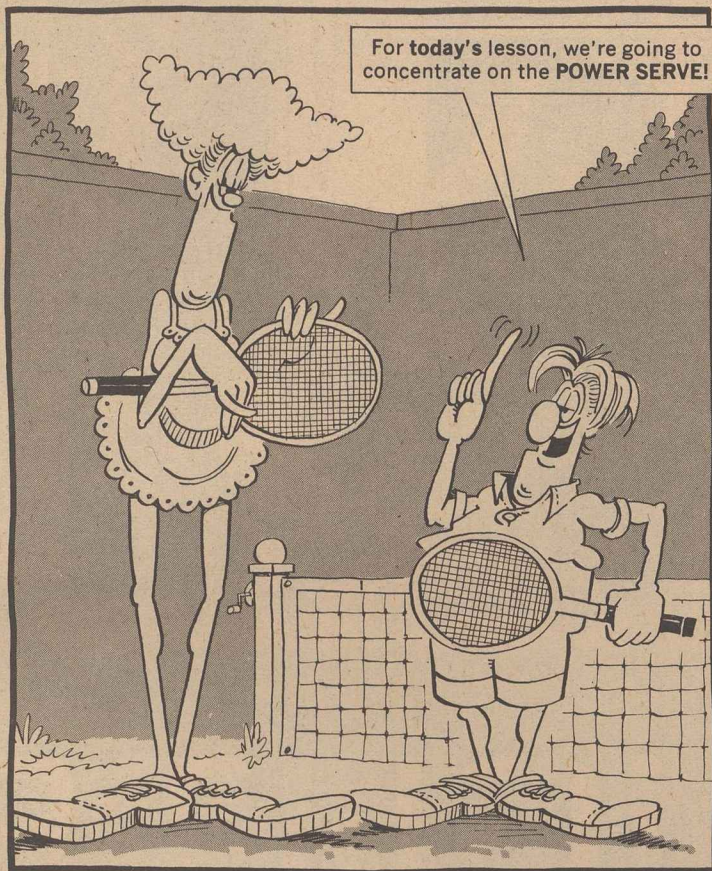
Dat could be dangerisk! I'll take you to the Dockiter!!

Congratulations! I hope it's a boy!!





ONE DAY IN THE LIFE OF A TENNIS PRO



D. MARTIN...

SCHOOL

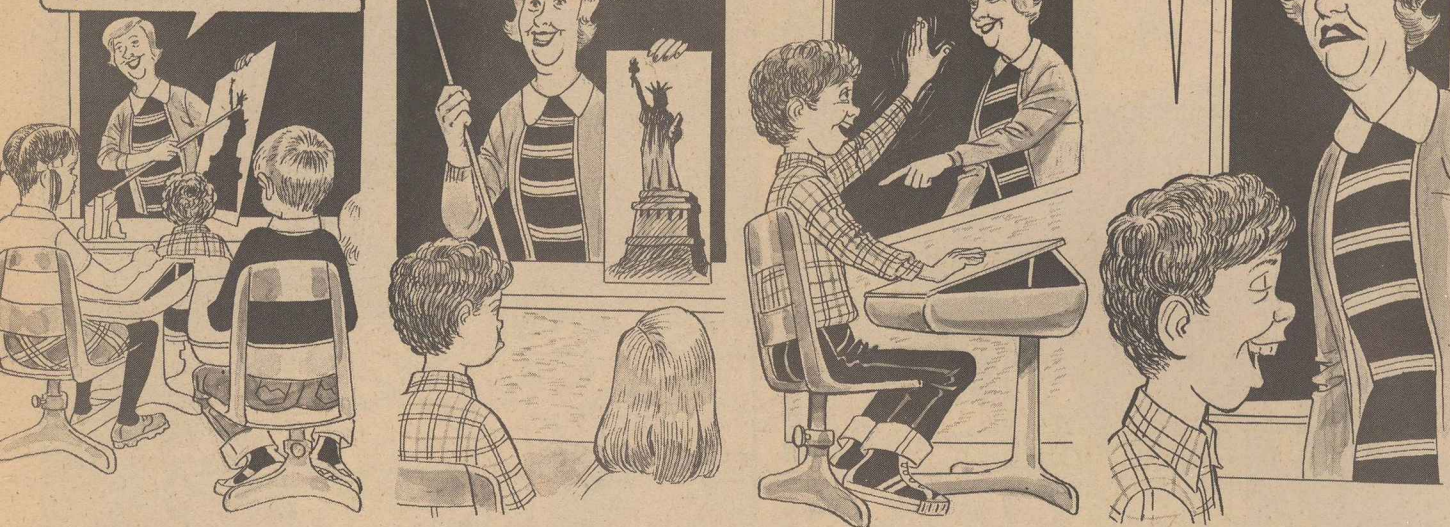
The Statue of Liberty is the largest cast metal sculpture ever made! It was a gift from France in 1884! It stands on Bedloe's Island in New York Harbor, and was a symbol of hope and freedom for millions!

At its base are written some very famous words! Does anyone know what they say . . . ?

I DO! I DO!
I was there!
I read it!

Yes, Bernard?
Tell the class
what it says!

"NEW JERSEY SUCKS!"



BERG'S-EYE VIEW DEPT.

THE LIGHTE

TRAVEL

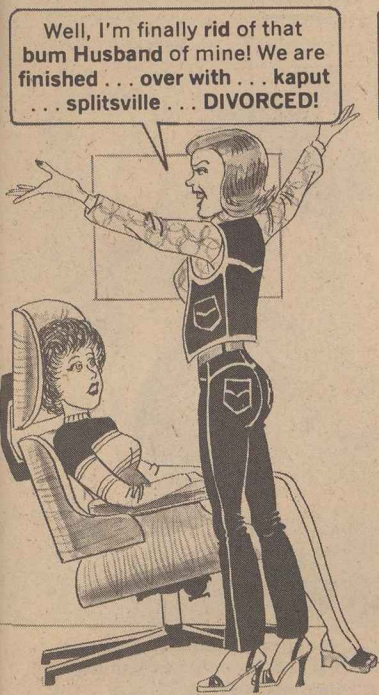
We're going on this vacation to GET AWAY from it all, right!?!?

That's right . . . !!

So WHY are we taking it all WITH us!?!?



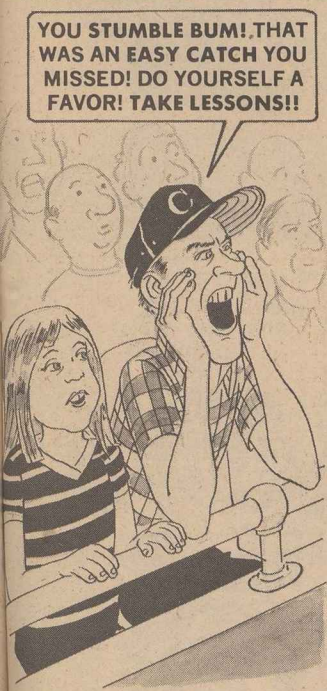
DIVORCE



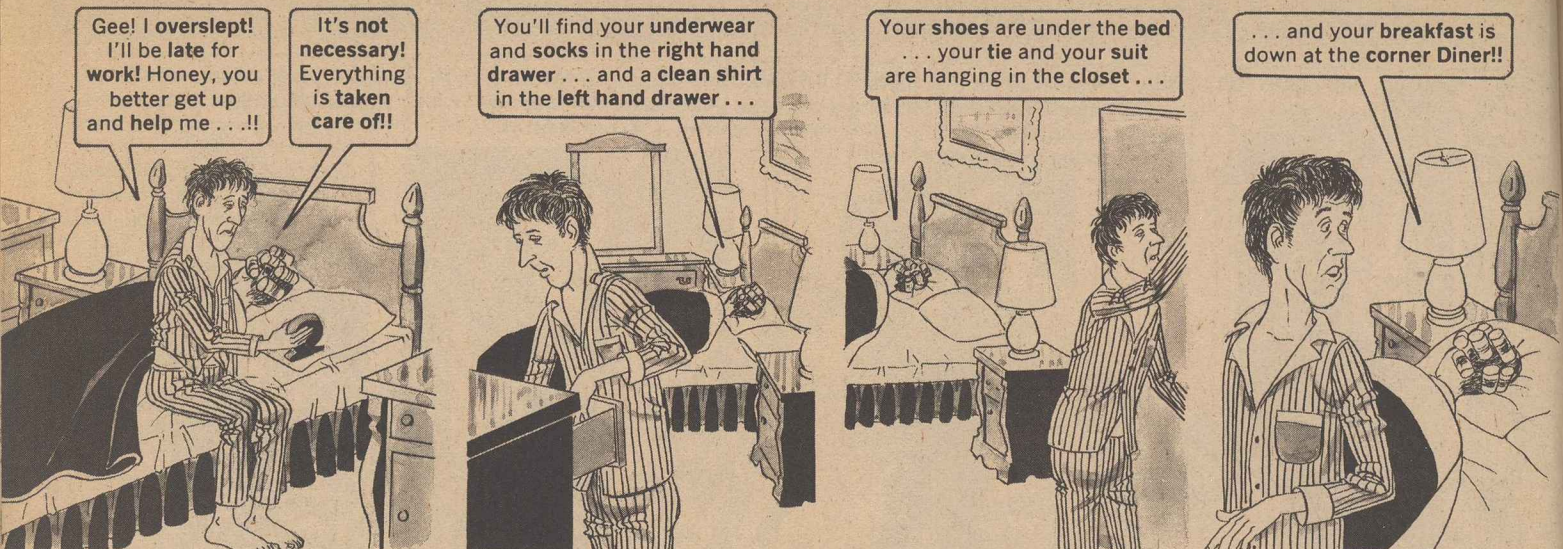
R SIDE OF...

ARTIST & WRITER:
DAVE BERG

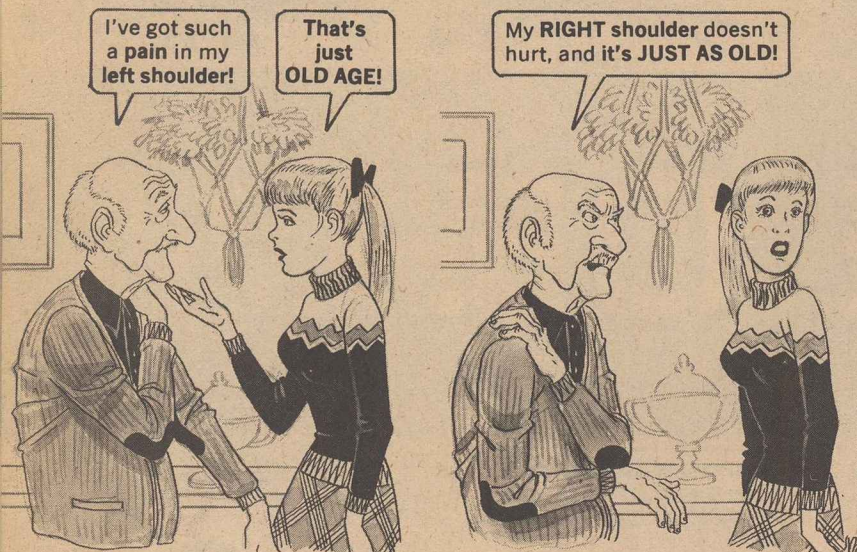
SPORTS



MARRIAGE



OLD AGE



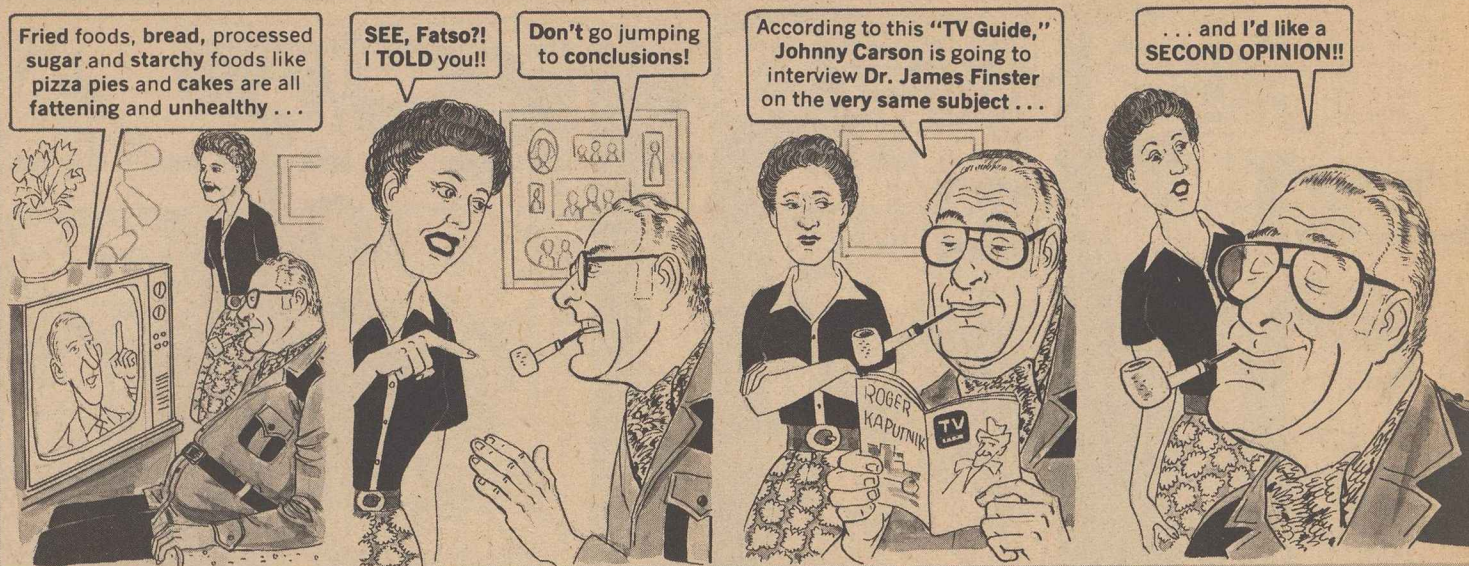
WEDDINGS



MOTHERS



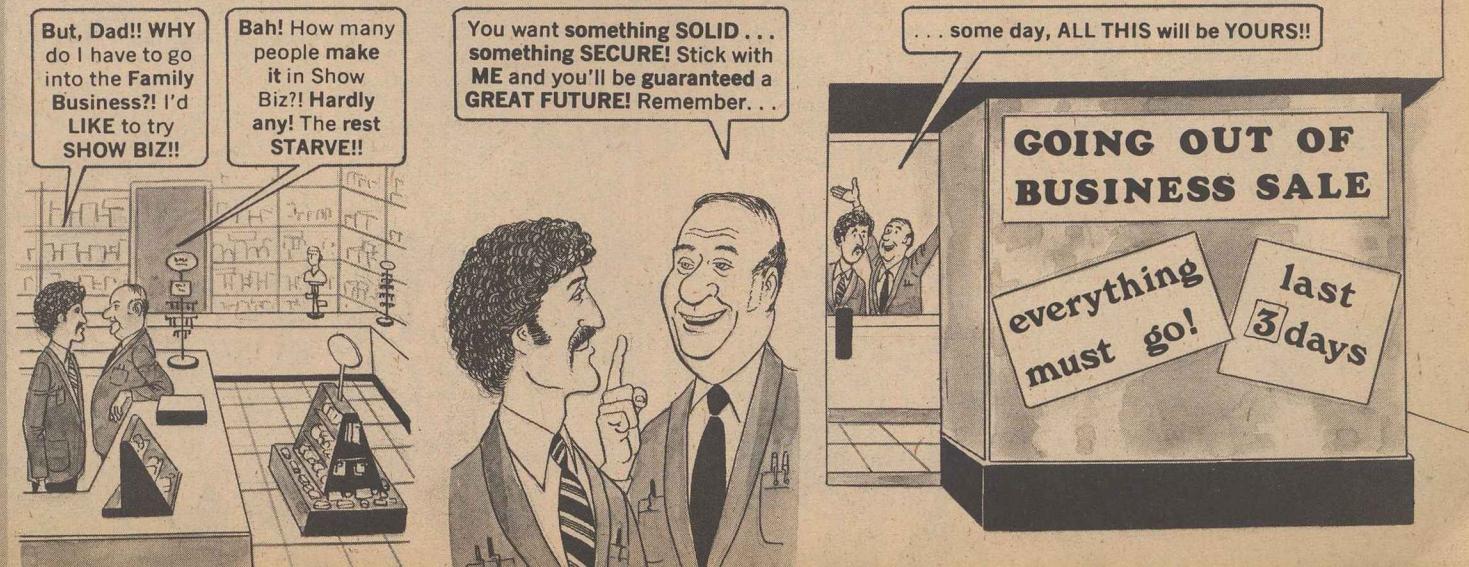
MEDICINE



CONVENTIONS



FAMILY



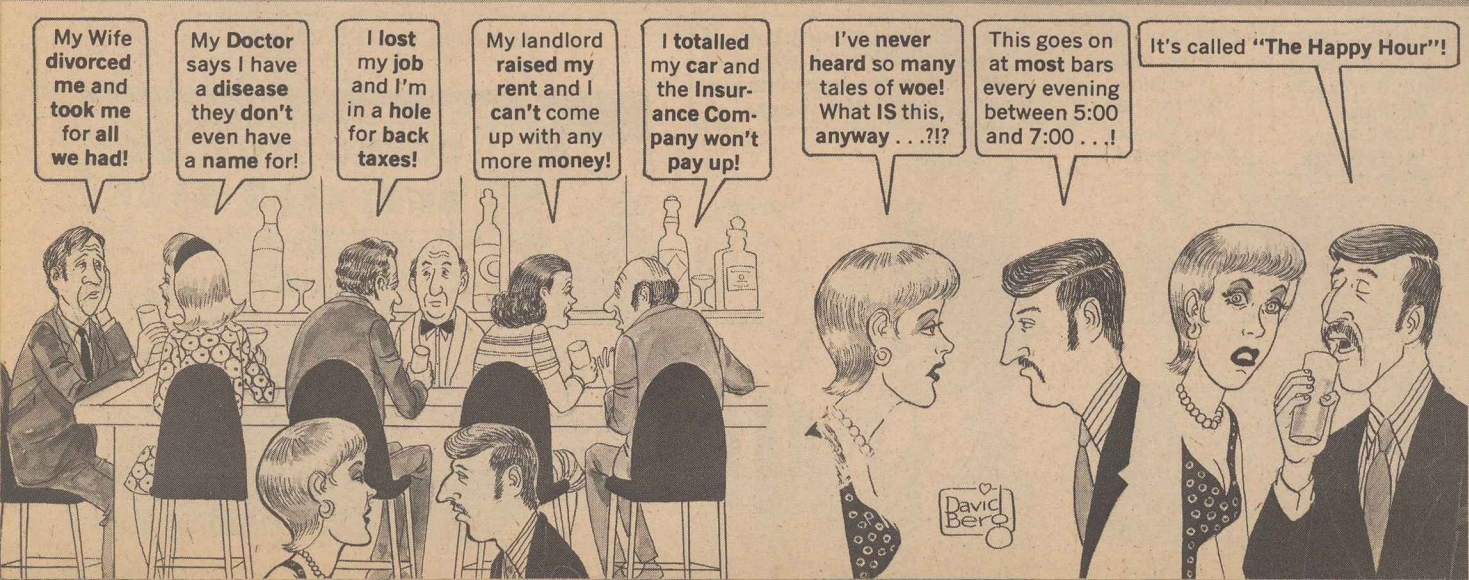
PHONE CALLS



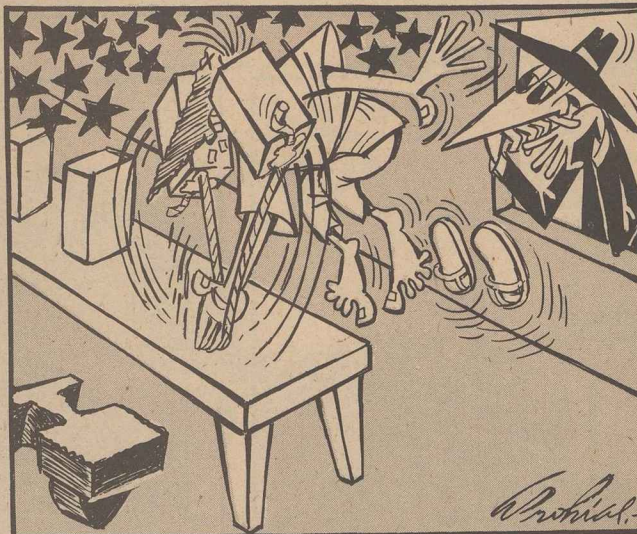
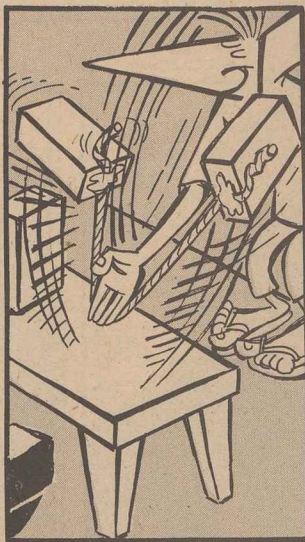
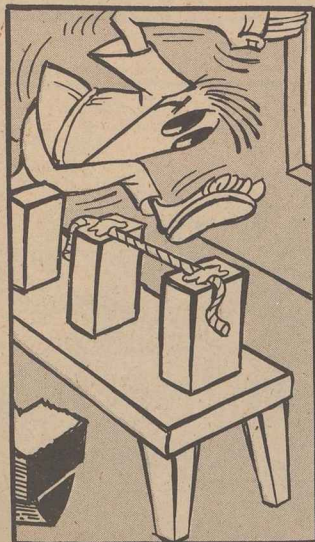
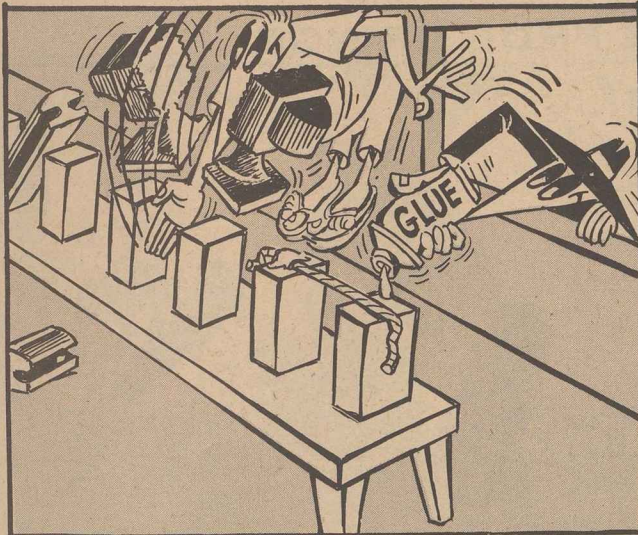
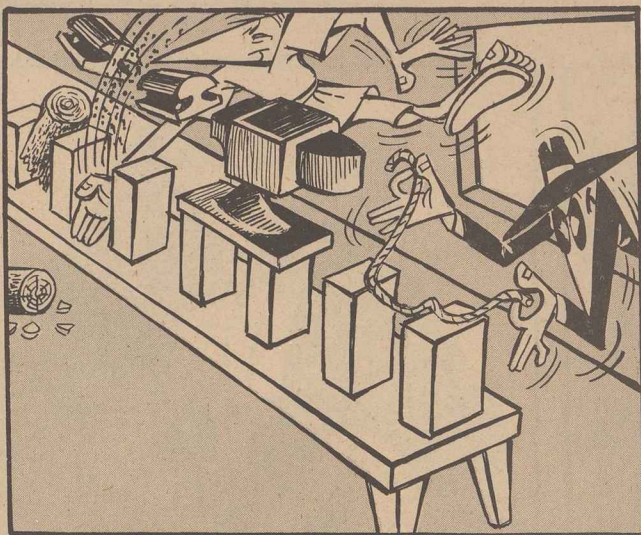
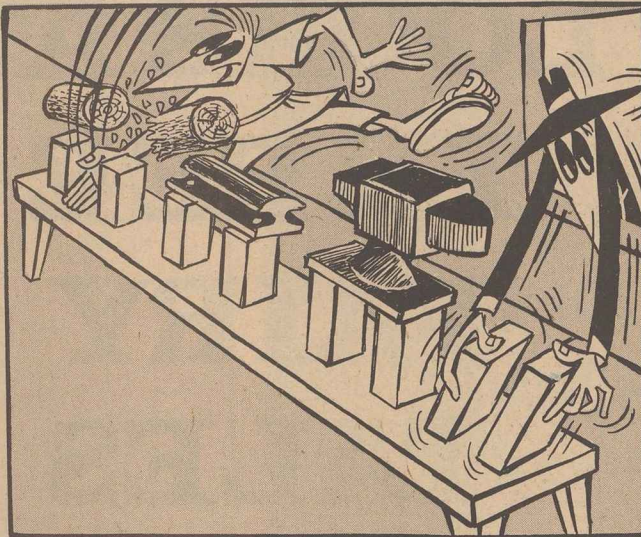
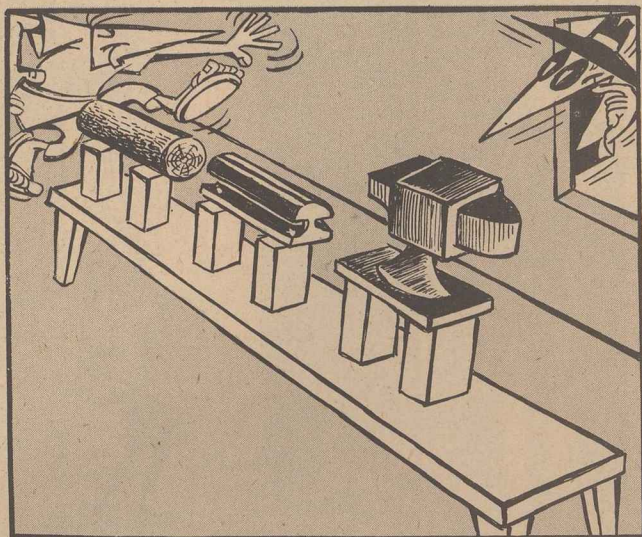
CHILDREN



BOOZING

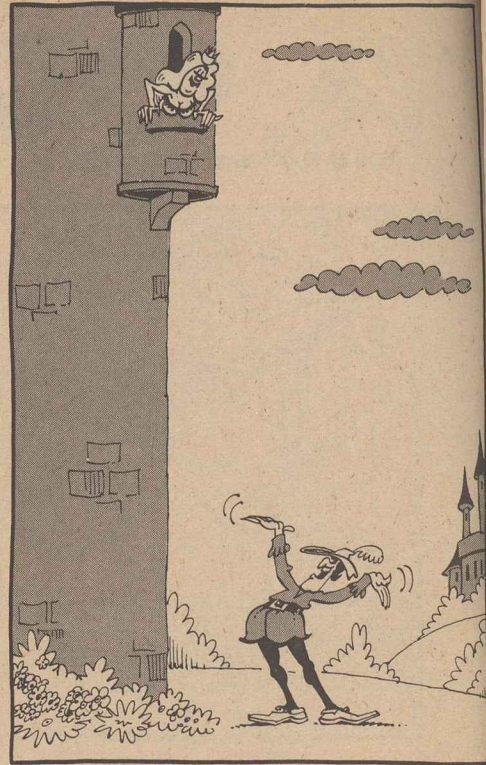


QDY VS QDY

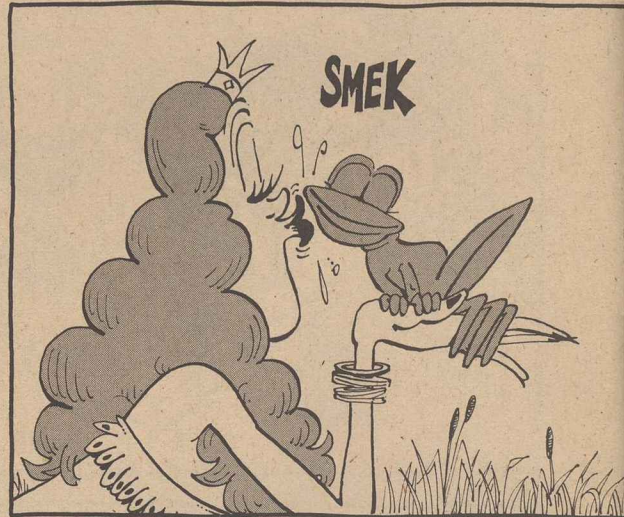
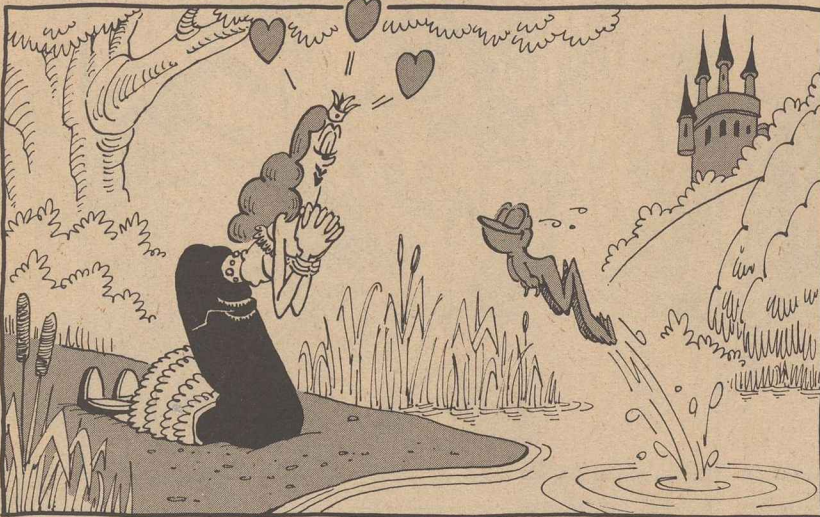


DON MARTIN LOOKS AT THREE FAIRY TALES

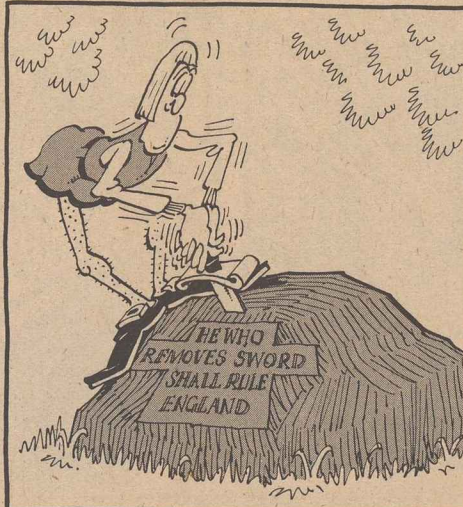
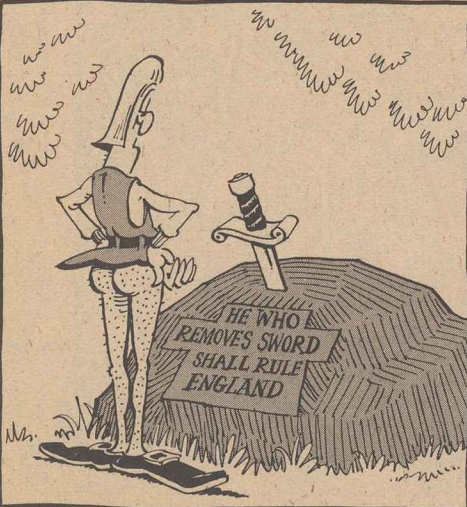
RAPUNZEL

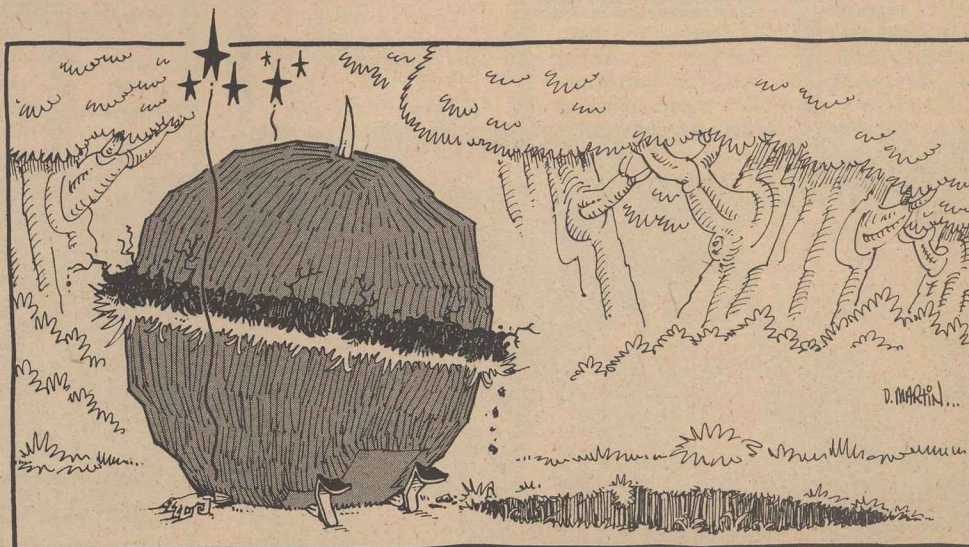
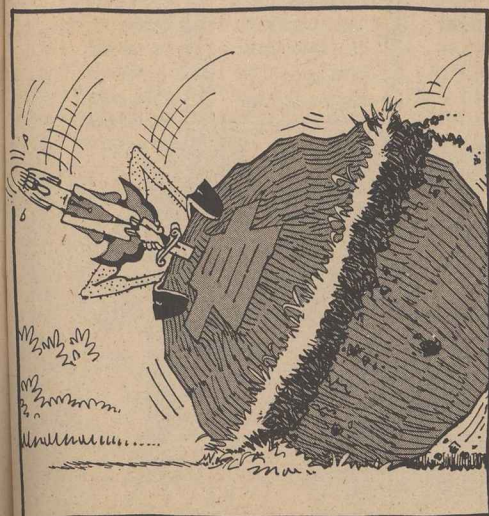
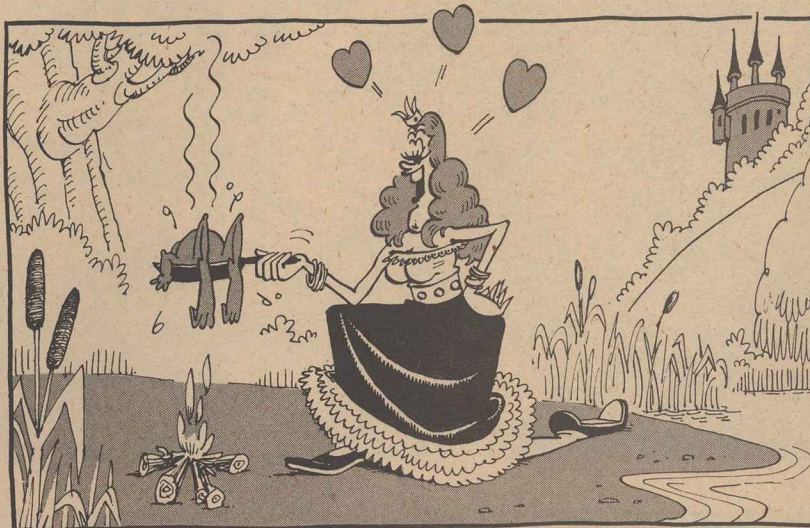
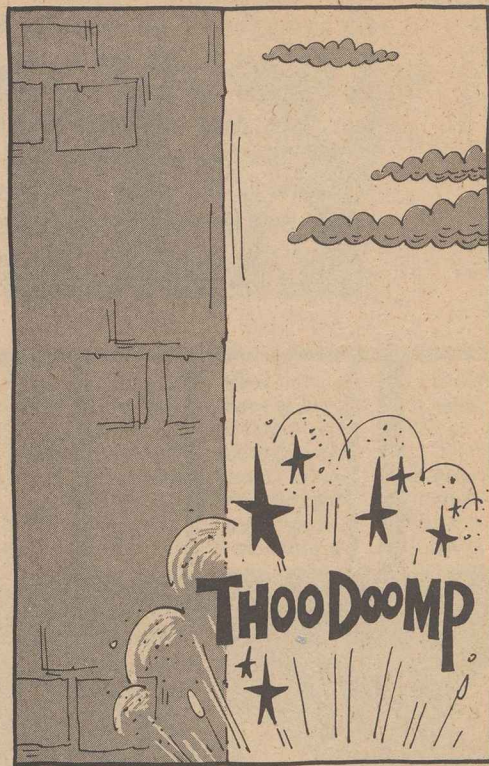
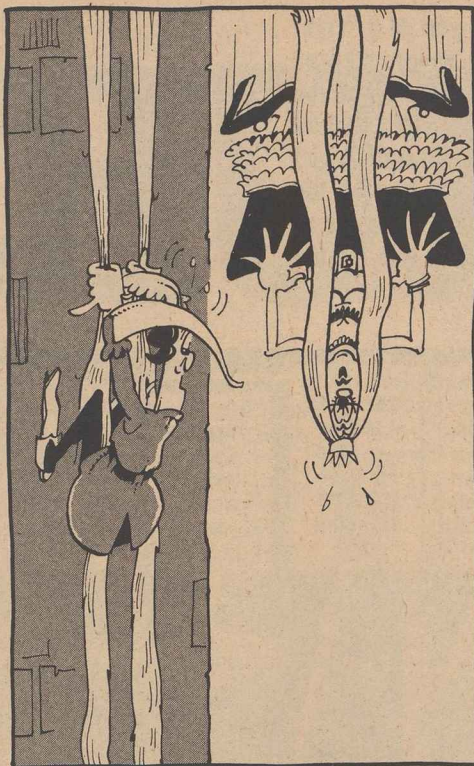


THE FROG PRINCE



KING ARTHUR



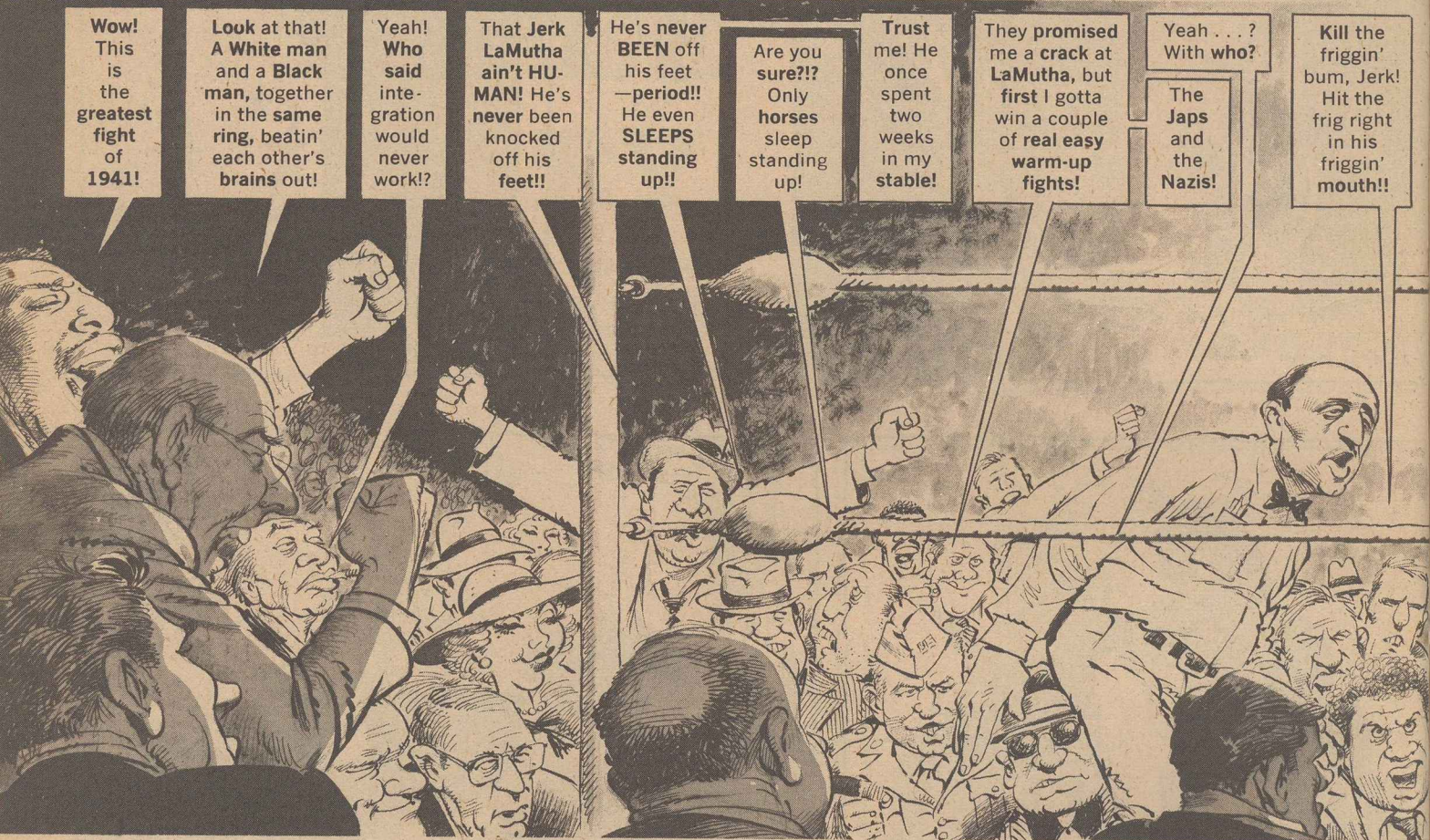




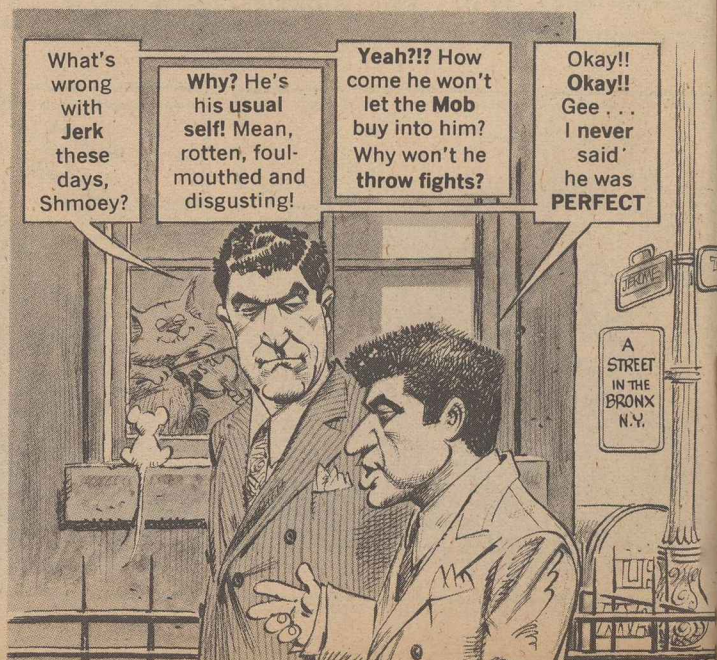
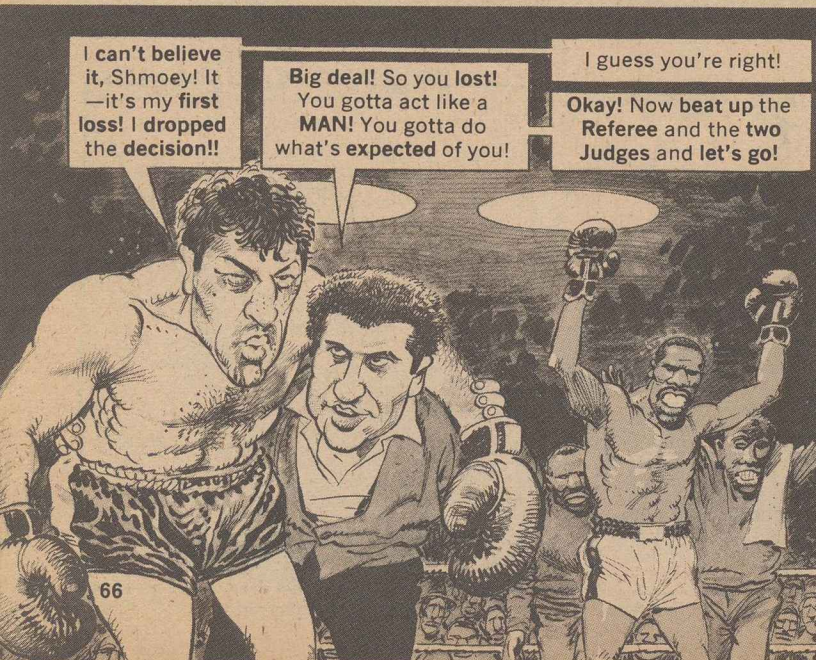
MUCHO DE NIRO DEPT.

For as long as we can remember, the plot of a "Fight Picture" was usually very simple. An underprivileged kid starts in the gutter, and blasts his way to the top. Then, along comes the first major Fight Picture of the '80's, and what do we get: an underprivileged kid starts in the gutter, and blasts his way to the sewer! Boy, Hollywood has given us our fair share of "anti-heroes" in the past, but now make way for the "anti-anti-anti hero" affectionately known as the . . .

RAVI



ARTIST: MORT DRUCKER



NG BULLY



I've never heard such language in my entire life!!

"Friggin' " is dirty?! They use worse language than that on Saturday Morning TV Cartoons!

For MAD Magazine it's dirty! Remember the good old days when MAD used to use "☆☆☆☆!" instead of curse words! They've sure come a long way!!

Using "friggin' " instead of ☆☆☆☆ is some long way! On a flight from New York to L.A., that's like a forced landing in Jersey City!!

Hey, Jerk!! Destroy the friggin' bum!

Tear the friggin' crud apart!!

FRIGGIN'! FRIGGIN'! That's all I hear! Enough already with that vile, disgusting word!!

KILL the @ # & + % \$ @ + bum! Knock his @ # \$ % &! head off!!

Hey, who are you?!

The Editor of MAD Magazine . . . just taking a little trip down Memory Lane!!



WRITER: LARRY SIEGEL

Of all the guys in The Bronx, I had to marry you! Look at you! You ain't a man! You're an animal!!

An animal?! Hey, you friggin' broad! Don' ever call me an animal again! I may be just a pug, but I got pride and dignity! I ain't no animal!!

Okay! Okay! Now . . . how do you want your meat . . . ? Raw, as usual?!!

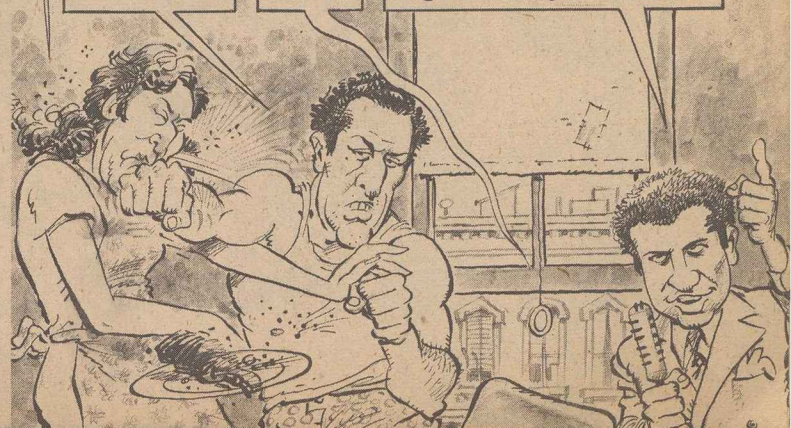
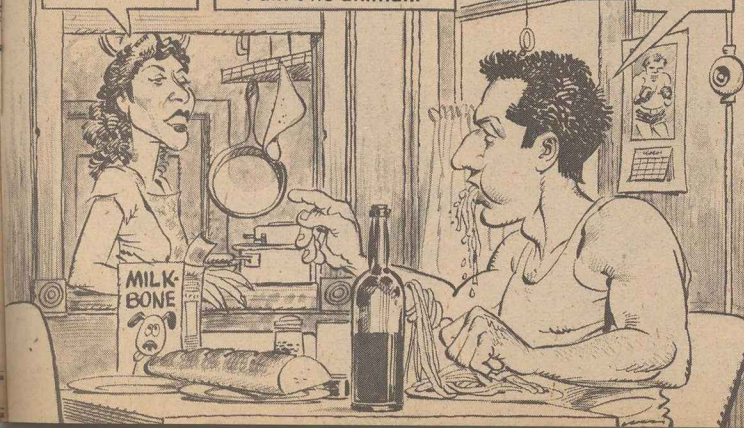
Yeah! With maybe a li'l Gravy Train on the side!

Okay, here's your meat, Meat Head!

You call this RAW?!? Here's a **KNUCKLE SANDWICH** for YOUR supper!!

Hey, you two! What's goin' ON up there?

I'LL tell you what's goin' on here, fight fans! Jerk lands a left to the eye an' the broad counters with a hard right to the ribs! Two quick jabs from Jerk sends her reeling, an' he closes in for the finish! Her legs are wobbly! She's down!!



Hey, Shmoey! Spare us the blow-by-blow, and just give us the **RESULTS**, okay...?!

It's Jake... by a knockout!

I don't believe it! The old lady probably took a dive! She could **KILL** that bum if she wanted!

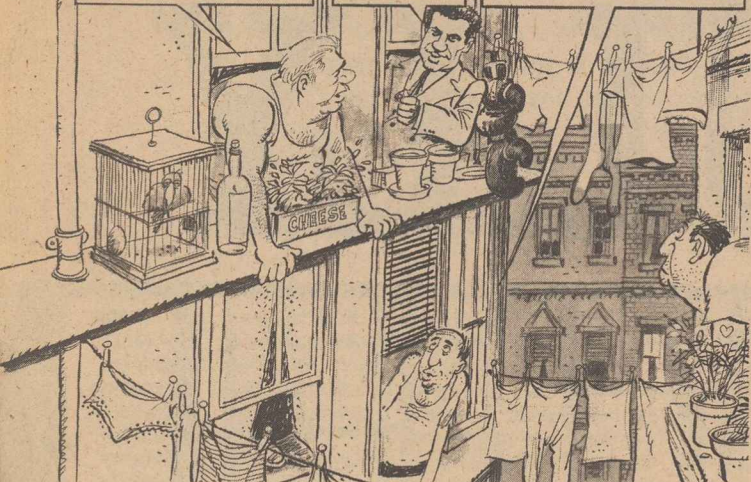
You're an idiot for beatin' up on your Wife like that, Jerk! That's the worst thing you can do!

Why?? 'Cause she may pack up an' leave me??

No, cause you got a fight with **Sugar Ray** comin' up, an' you might ruin your hands!

Gee... I wish, I cared about people the way **YOU** do, Shmoey!

It's somethin' you're either **BORN** with, or you ain't! From now on, use that **CLUB** I got you for your **Wedding Present**!!



Shmoey, you wanna do me a big favor? Start punchin' me in the face as hard as you can!

Anything you say, Jerk...



I know it gets boring between fights, Jerk, but one of these days you **GOTTA** learn how to collect stamps or paint by the numbers... like **OTHER** people!



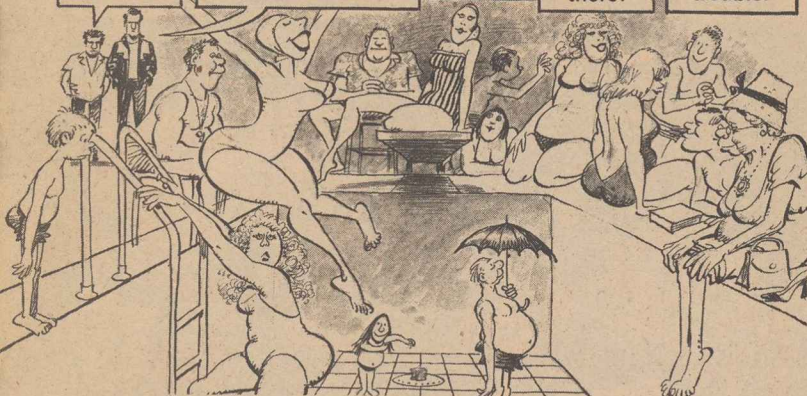
Ain't this better than being punched in the face?!!

Yeah, it's great! A modern swimming pool... right in the heart of **The Bronx**! But, when does it get filled up with water?!!

Any minute now! It looks like rain!

Shmoey, who's that sexy blonde over there?

Her name is **Vixen**! But keep away from her, Jake! I hear she's big trouble!

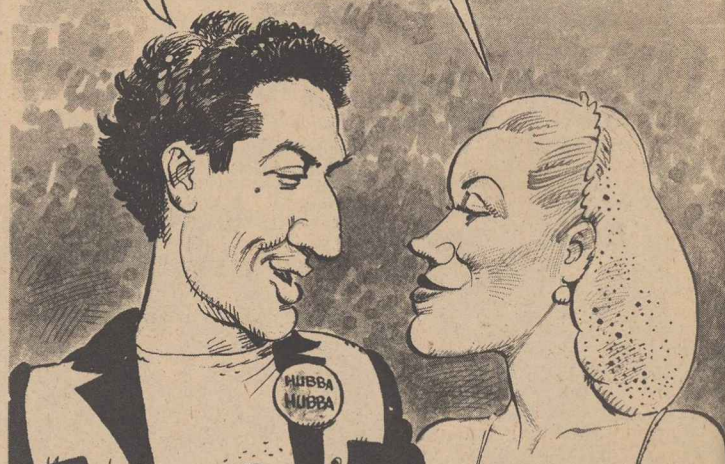


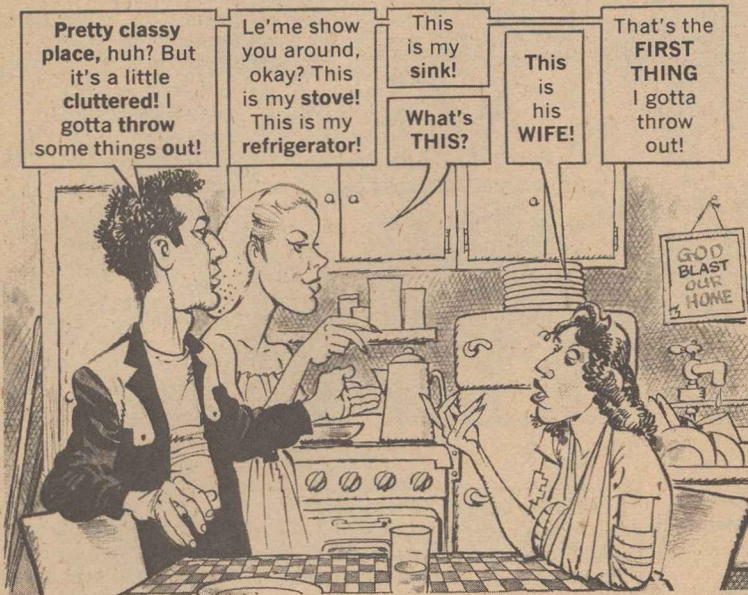
Hi! If you ain't doin' nuthin', whaddya say we kinda go over t' my place, have a couple of drinks, an' see what happens?

Well-I-I...

Uh—OKAY!

Boy, if there's **ONE** thing I **CAN'T STAND**, it's a **TEASE**!





Pretty classy place, huh? But it's a little cluttered! I gotta throw some things out!

Le'me show you around, okay? This is my stove! This is my refrigerator!

This is my sink! What's THIS?

This is his WIFE!

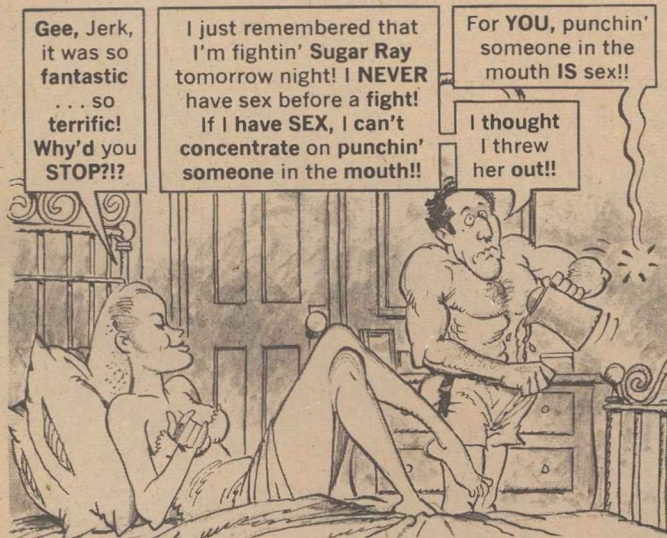
That's the **FIRST THING** I gotta throw out!



There's the chair! An' there's the dresser! An' there's the **BED**...

Look, before you start anything, I want you to know I come from a **good, respectable, religious family**... and I never kiss on the first date!

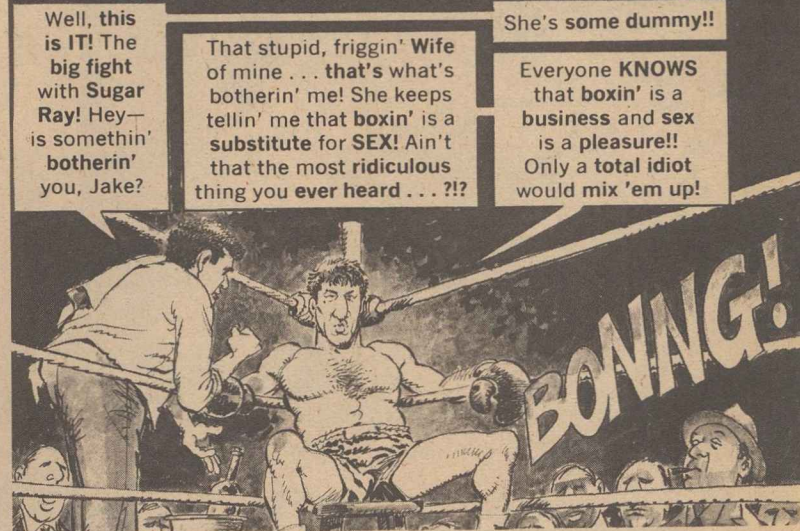
I was thinkin' maybe we'd get undressed an' fool around! Okay... but **no kissing!!**



Gee, Jerk, it was so fantastic... so terrific! Why'd you **STOP!!**?

I just remembered that I'm fightin' **Sugar Ray** tomorrow night! I **NEVER** have sex before a fight! If I have **SEX**, I can't concentrate on punchin' someone in the mouth!!

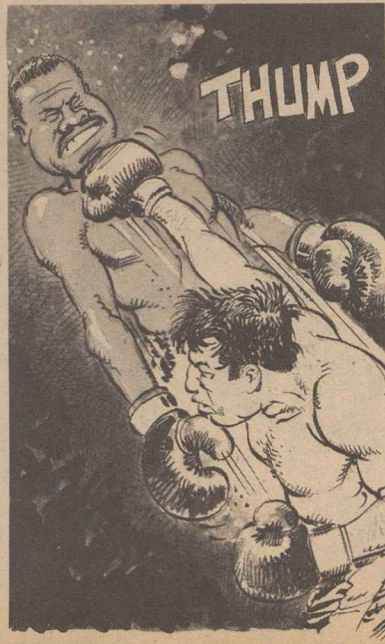
For **YOU**, punchin' someone in the mouth **IS** sex!! I thought I threw her out!!



Well, this is **IT!** The big fight with **Sugar Ray**! Hey— is somethin' botherin' you, Jake?

That stupid, friggin' **Wife** of mine... that's what's botherin' me! She keeps tellin' me that boxin' is a substitute for **SEX!** Ain't that the most ridiculous thing you ever heard... ?!?

She's some dummy!! Everyone **KNOWS** that boxin' is a business and sex is a pleasure!! Only a total idiot would mix 'em up!



Oh, **MAN**... the Earth really moved for me! How was it for you, **Sugar Ray**, baby?

It was just okay! I don't think it was as great for me as it was for you...!

Well, I'm pretty well rested now! Whaddaya say we try another round?

Not tonight...! I got a headache!

Great news, Jerk!
I finally got you
that Title Fight
with Cerdan! But
there's a catch!
First, you gotta
fight some bum
an' take a dive!

WHAT?! Are
you kiddin'?!
I never took
no dive in
my life, an'
I ain't gonna
start now!!

Listen, there's a
HUNDRED GRAND
in it for you!!

Whaddaya want . . . ?
A swan . . . ? A jack-
knife . . . ? I do a
great belly-whop!!



BOOOO! HISS!

FIX!! FIX!

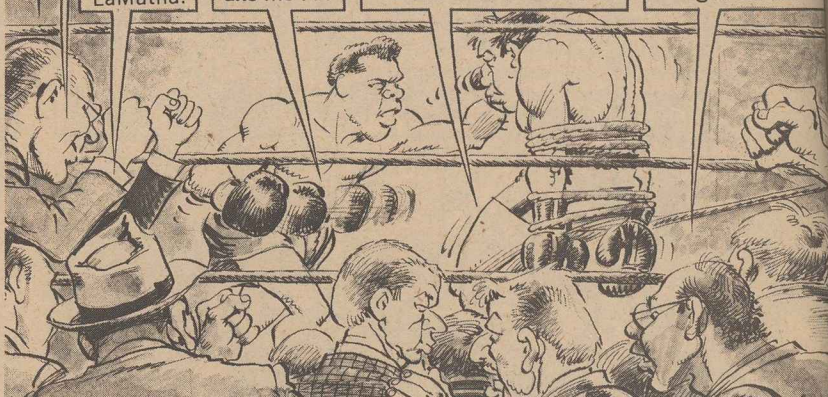
You're
a **BUM**,
LaMutha!

Would you
explain
something
to me . . . ?

Sure! Just
axe me . . .

How is LaMutha gonna
remain the **Number One**
Contender by losing
this fight? Wouldn't
the guy who **BEATS**
him then become the
Number One Contender?

Maybe **ROBERTO**
DURAN is his
strategist!
It's obvious
you don't
understand the
Fight Game!!

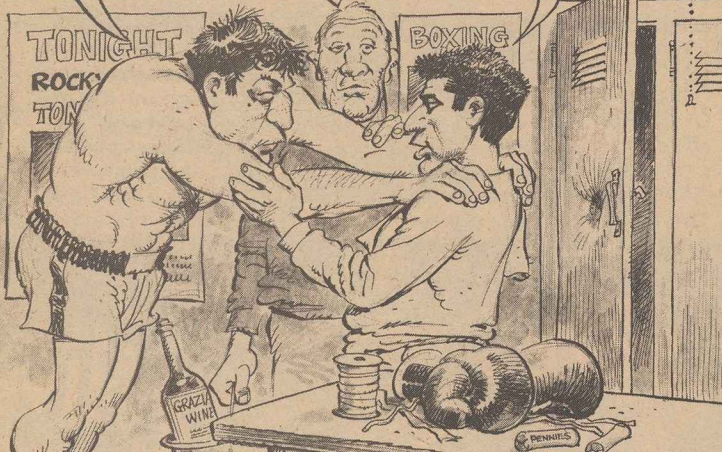


I lost it, Shmoey!
I coulda killed
'im an' I lost it!
I threw it! I took
a dive . . . sob . . .

This is only the
second time in his
life I seen him cry!

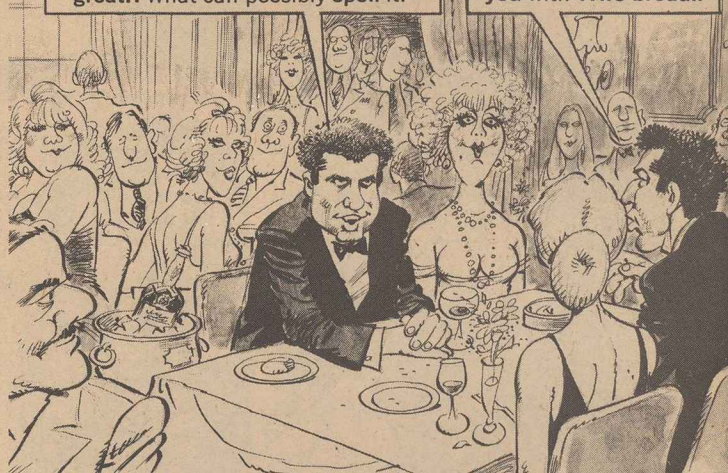
When was the first?

The time he
threw a **left**
hook at our
Mother . . .
an' **MISSED!**



The years sure fly by fast, eh Jerk?
You finally became **Champ**! You got a
divorce, and you married **Vixen**! An'
I got married, too! Ain't everythin'
great?! What can possibly spoil it?

Off-hand, I can think
of a **couple** of things!
Like f'rinstance, if
your **Wife** ever catches
you with **THIS broad**!!



SPEAKIN'
of foolin'
aroun', do
you think
Vixen is
cheatin'
on me . . . ?

Look, you been buggin'
me for days with that
jealousy crap! I tell
you she ain't foolin'
aroun'! What makes
you think she is?

The way every-
body looks at
her and seems
to know her!
Like **THOSE**
guys, for
example . . .

Hi, there, **Vixen**!

How's it goin'?

What's
cookin',
Baby?



For God's Sake,
Jerk! **One** of
those guys is a
PRIEST! The
other is **GAY**!!

Yeah, but look
how the **THIRD**
ONE is look-
in' at her!!

That's
"COCKEYED"
CAVELLO!!
He's lookin'
at **ME**!!





I **STILL** think she's foolin' aroun'! Last week, when she got back from **Atlantic City**, she had this **DOPEY GRIN** on her face ... like she'd had plenty of **SEX**!

You friggin' idiot! **YOU** were with her in **Atlantic City**!! You were on your **HONEYMOON**!

And I **NEVER TOUCHED** her!! I **TOLD** you she was foolin' aroun'!!



Okay, you dirty two-timing broad!! Where **WERE** you?! Who were you **MESSIN' AROUN'** with?!? "**HOT LIPS**" **HOROWITZ**? "**LOVER BOY**" **LUNDIGAN**?!? "**ROMEO**" **RICOTTA**?!?

F'r cryin' out loud!! I jus' took out the **GARBAGE**!! I was gone a minute and a half!



You gotta stop wearin' yourself out like this, Jerk! Listen ... you got a big return match with **Sugar Ray** comin' up! You gotta concentrate on that! You promise me you're gonna concentrate on nothin' but the **Sugar Ray** fight?

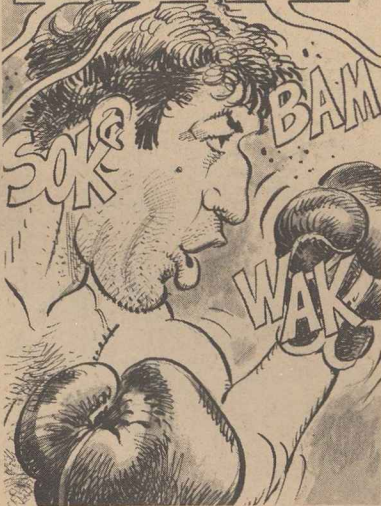
Okay ... I promise ...



Way to go, Jerk!!

He's in terrific form!

I never **SEEN** him so sharp!!



Now, you do that to **SUGAR RAY**, and you're a shoo-in!!

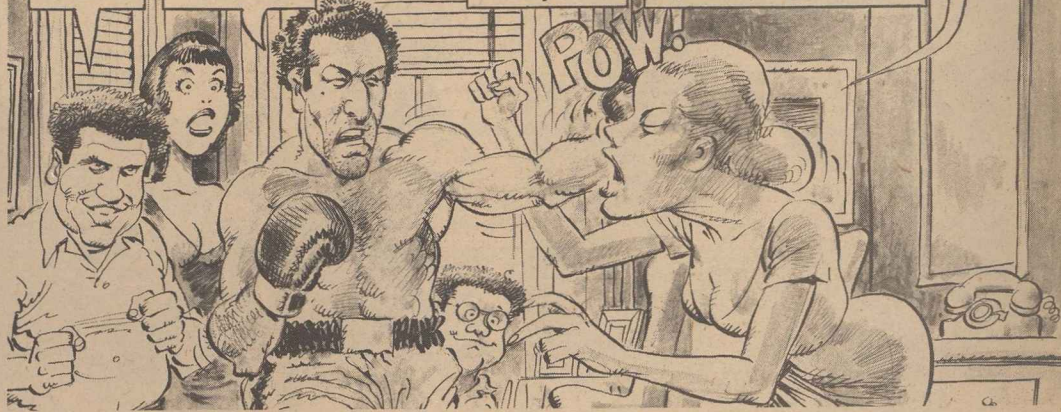
You friggin' tramp! Take that n' that! **THIS** will teach you to cheat on **ME**!

I **AIN'T** cheatin' on you, you damn fool!!

Yes you are! C'mon! Tell me **WHO** you been cheatin' with, or I'll **KILL** ya ...!

Okay, you really wanna know?! I'll tell you! I been cheatin' with **Clark Gable**, **John Wayne**, **Haile Selassie**, **Pres. Truman**, and your own brother, **Shmoey**!

My God! A friggin' **ORGY**!!



You idiot!! Can't you see she's **JOKING**?!? I ain't cheatin' on you! Don't you think I got any family loyalty! I would **NEVER** cheat on my **Brother** ... !!

That's **RIGHT**! I'm married to him, and I know **Shmoey** better than **ANYBODY**! He would **NEVER** cheat on his **Brother**! On his **WIFE**, maybe, but never his **Brother**!

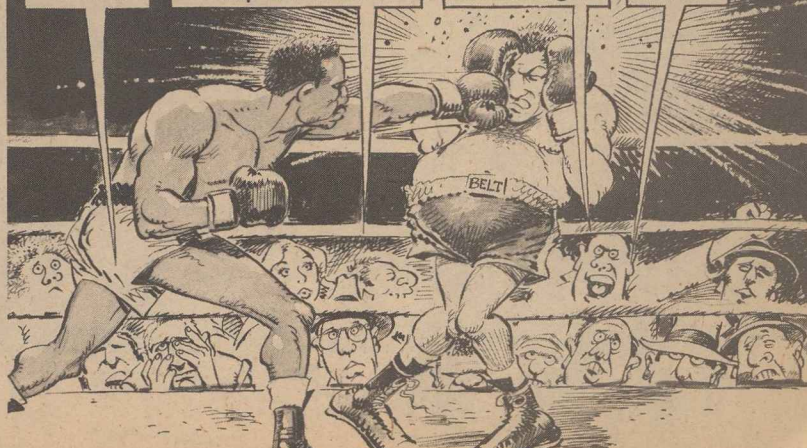


Boy, that **LaMutha** sure made a **MESS** out of his life!

Yeah! His own **Brother** walked out on him, his **Wife** hardly talks to him, and now, **Sugar Ray** is poundin' the crap out of him!

And look at the **SHAPE** he's in! You can't tell **ME** he's a **Middleweight**!

No?!? Take another look at his middle!



Y'know, Viven, I think I been hit in the head too many times! Here I am in a black an' white film—lookin' at home movies of us in Florida after I retire, an' they look like they're **IN COLOR!!**

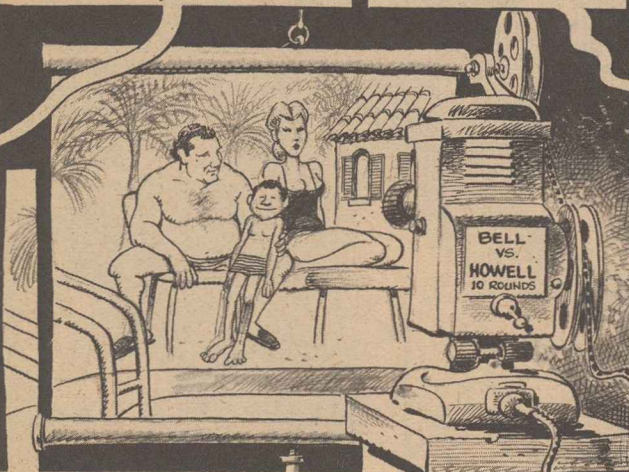
Yeah! You think **THAT's** strange?! How about a black and white film with a color home-movie sequence in a black an' white **MAGAZINE??!**

Since I retired from the ring and opened up this night club, things have been great! Plenty of booze, broads and food ... and lots of laughs!

Man, he musta put on **200 pounds!**

There's a rumor he's goin' into **Show Business!** Is it true he's gonna do "**The Odd Couple**"??!

Yeah ... he's gonna play the **TITLE ROLE!**



Well, folks, I hate to eat an' waddle, but Vixen's waitin' for me out in the car! We've had our problems through the years, but she's been loyal to me ... right to the end ...!

Yeah ... she stuck by him through thick an' **THICKER!**

Hi, Hon! Sorry I'm so late ...

It don' matter no more, Jerk! It's all over! I'm leavin' you! **Forever!**

Look ... I'm sorry I've accused you of cheatin' on me all these years! I was wrong!

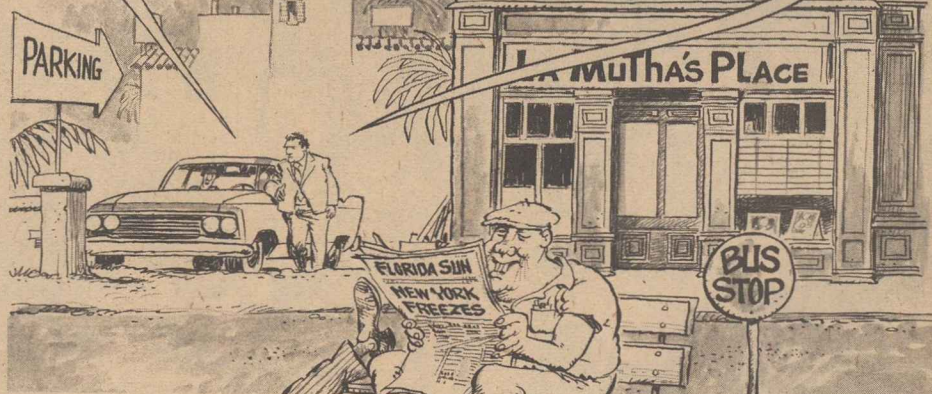
No, you were right! I **WAS** cheatin'! I been seein' someone on the side all along!!

What are you talking about?!

He's everything you ain't! He's sensitive and sweet and loved and respected!

Yeccccch!

Sounds to me like you been seein' a **COLLEGE PROFESSOR!**



Next to **YOU**, he **IS** a College Professor!!

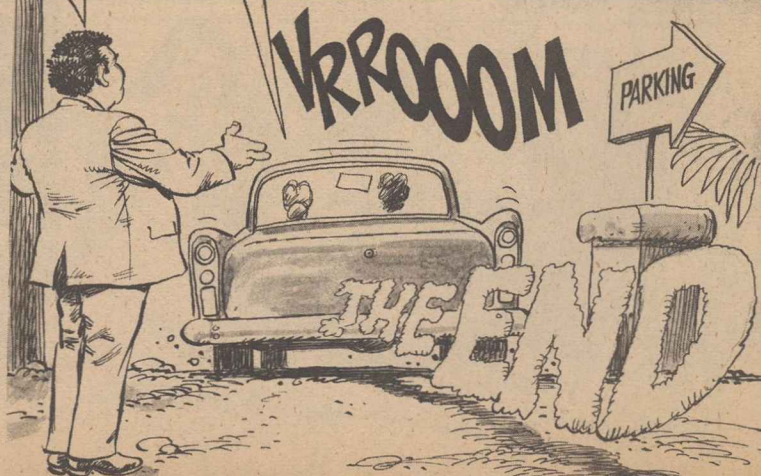
Come back, Vixen! Please come back!

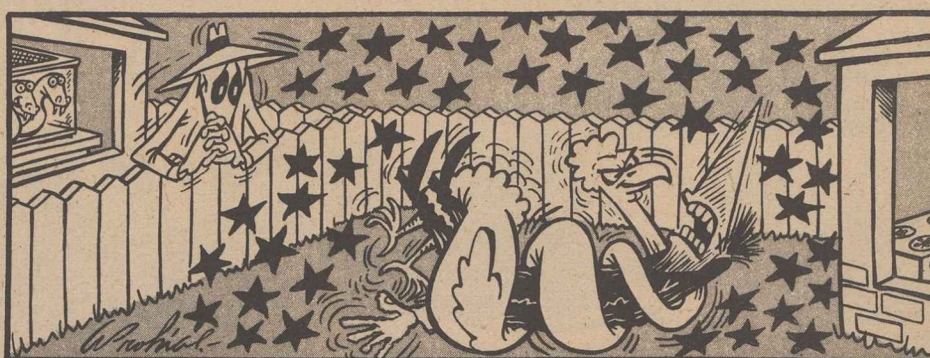
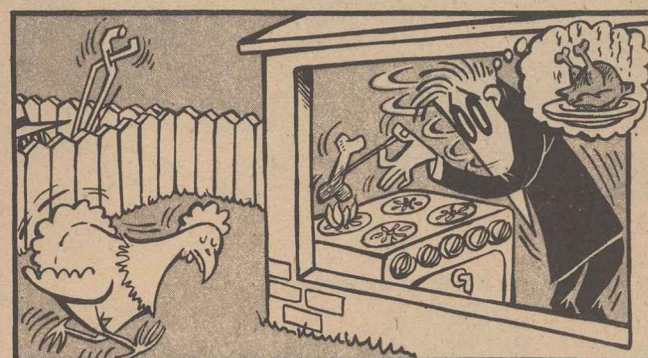
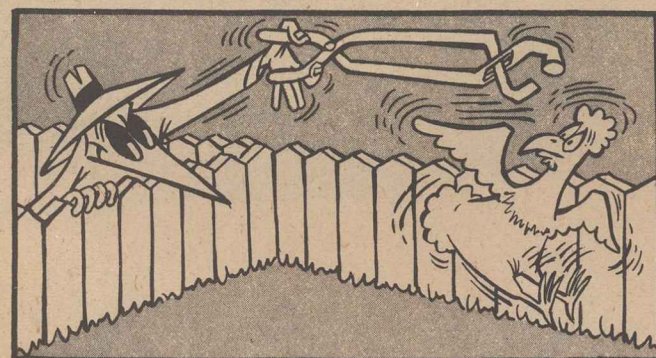
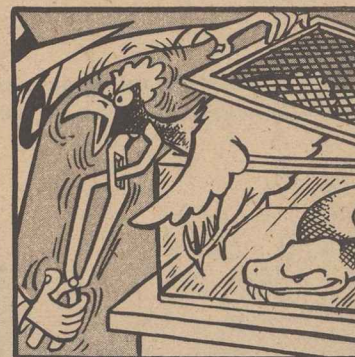
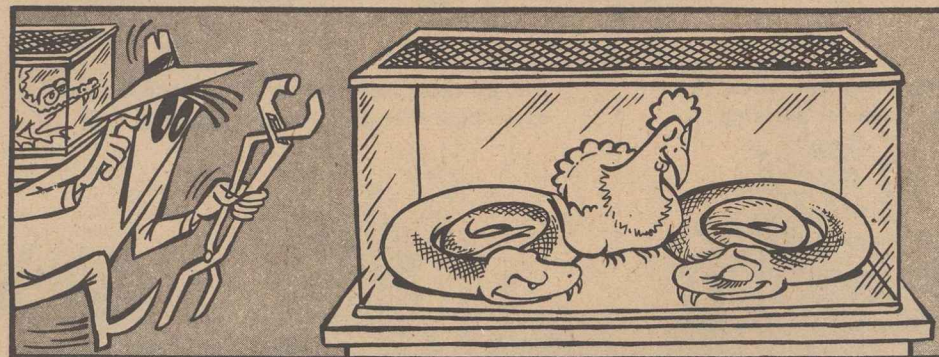
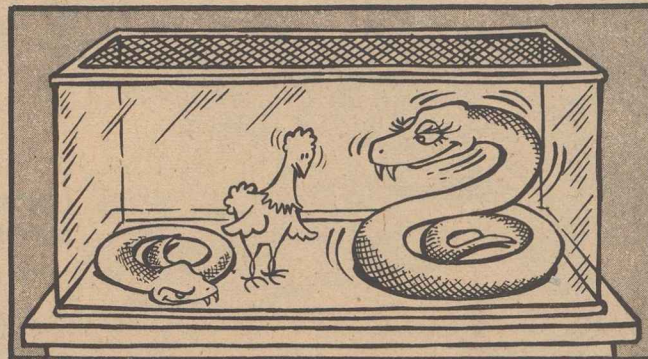
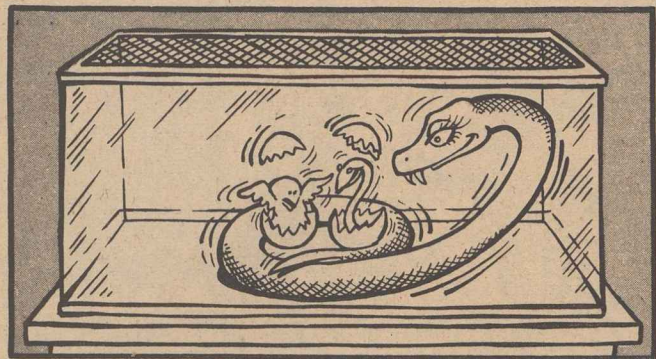
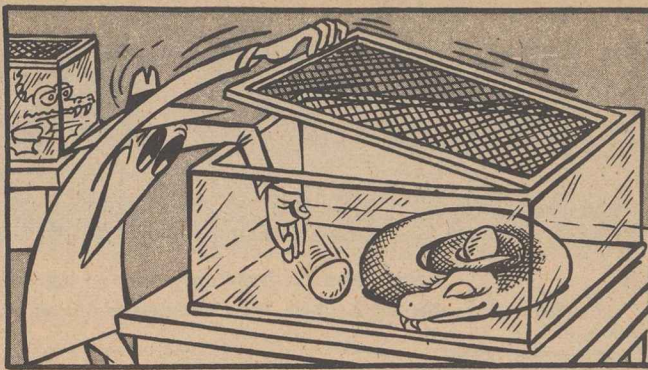
He's just another pug! What can **HE** give you I can't?

Well, for one thing: financial security!!

He's got at least **FIVE MORE "Fight Pictures"** in **HIM!!**

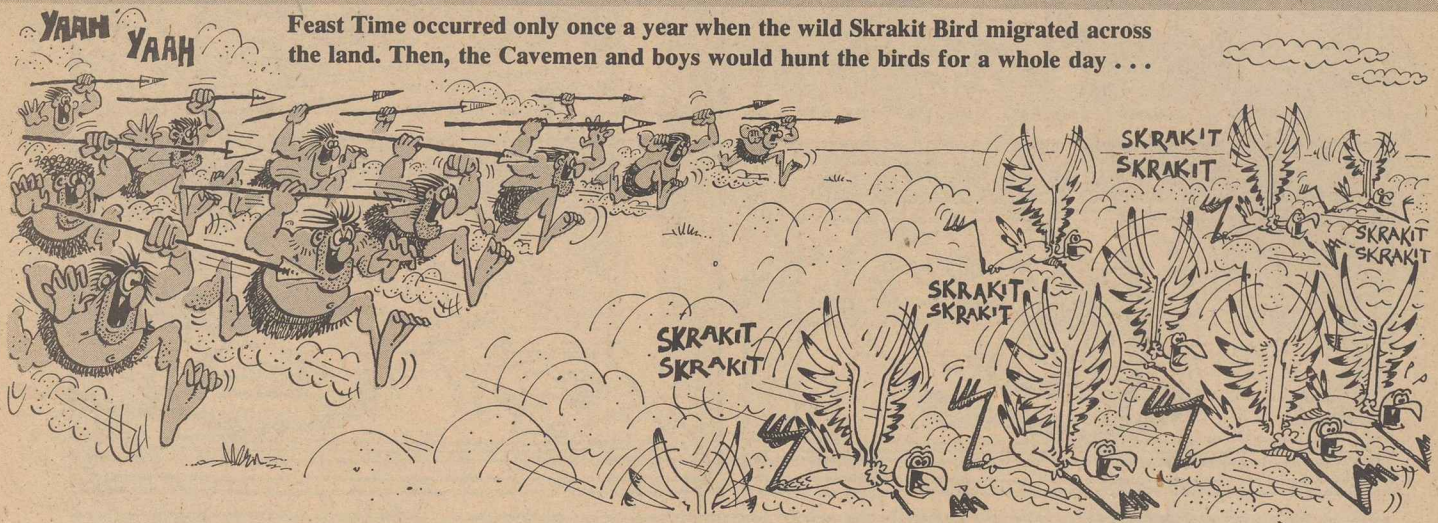
Hollywood's got about as much chance of making some more money on a fat creep like **YOU** with a sequel than they got making a sequel to "**The Attack Of The Killer Tomatoes**"!





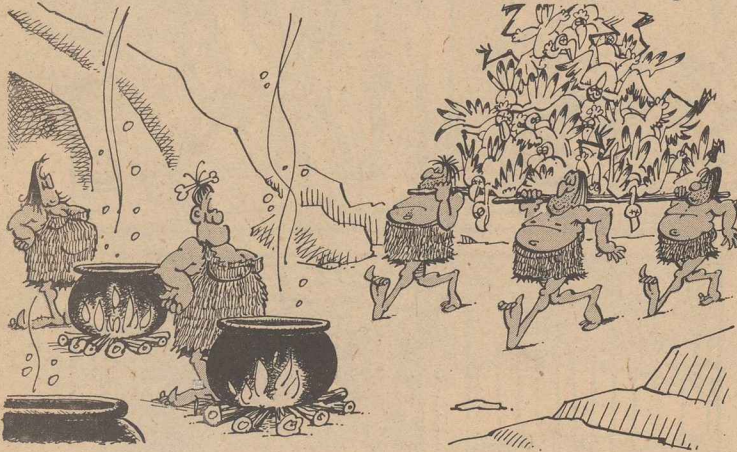
DON MARTIN LO

PART I — FEAST TIME FOR CAVEMAN COMMUNITY

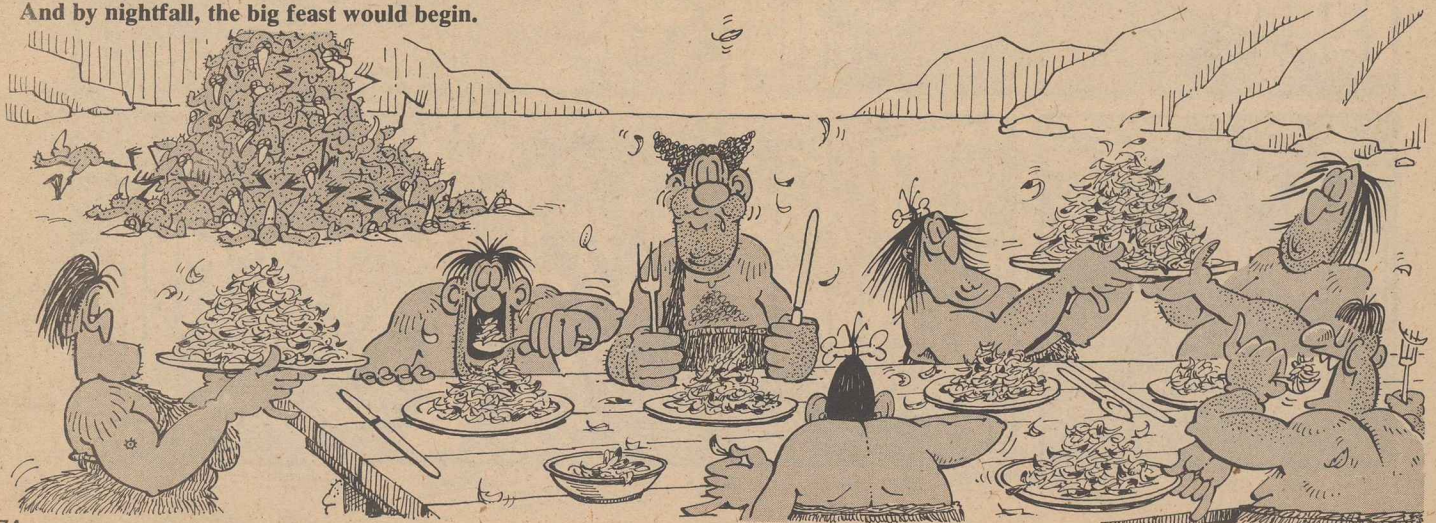


When they returned the following morning laden with birds, the women would be ready with pots of boiling water for plucking . . .

The plucking took most of the second day, and excitement over the upcoming feast ran high . . .

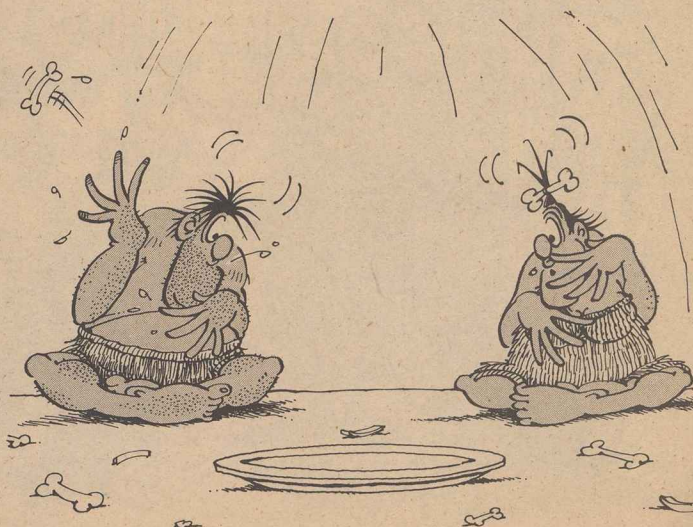
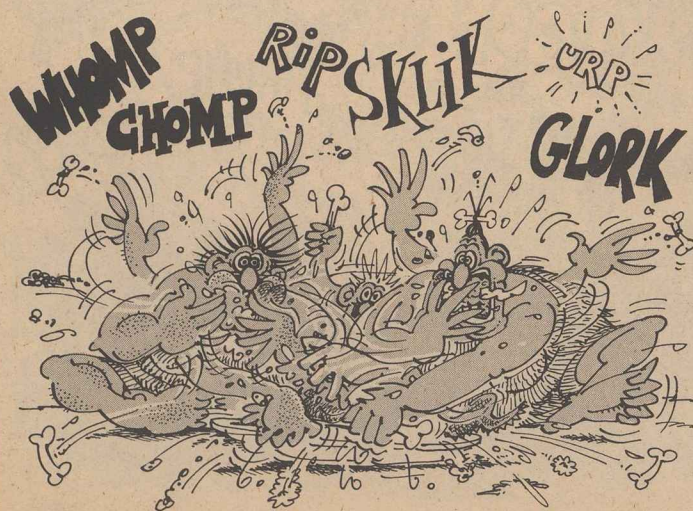
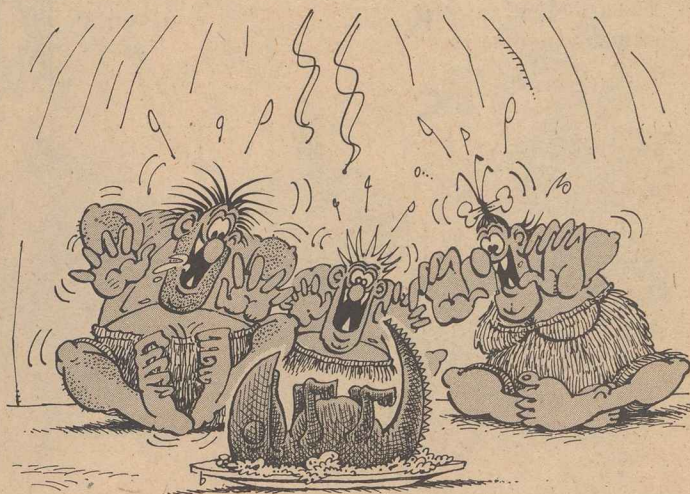
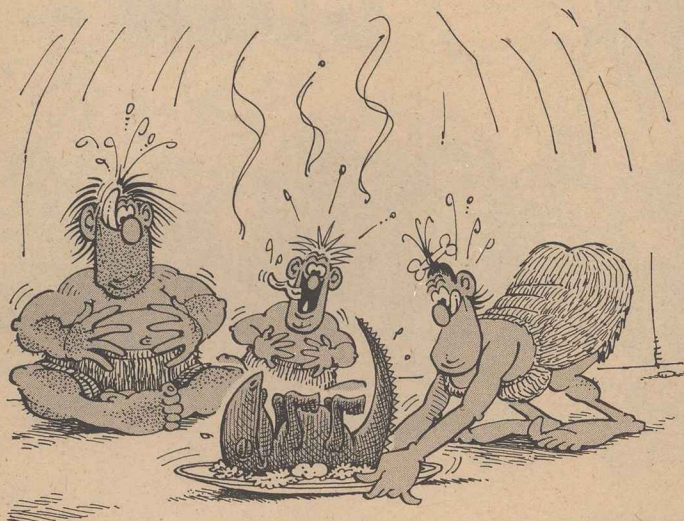
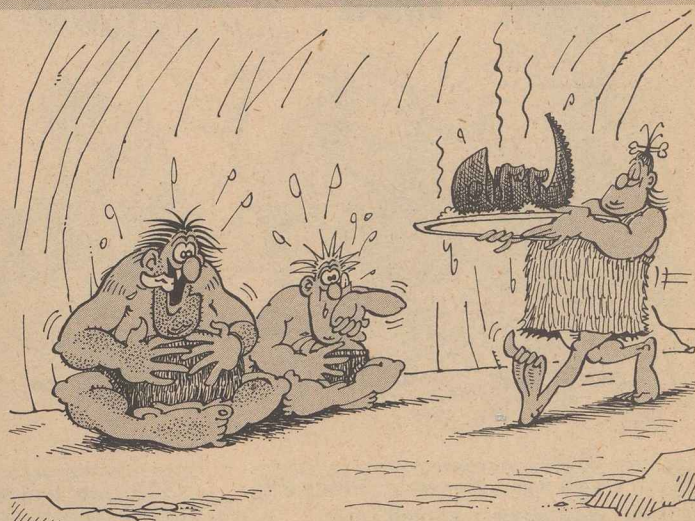
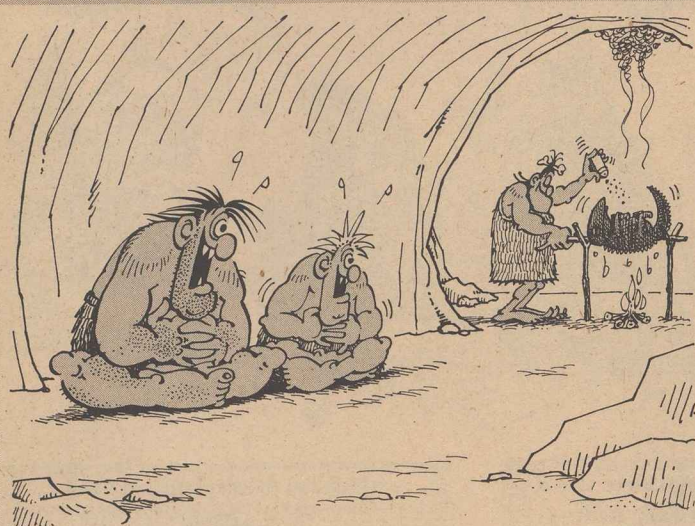


And by nightfall, the big feast would begin.



OKS AT CAVEMEN

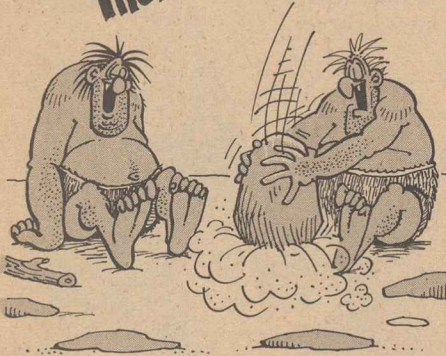
PART II — THE HUNGRY CAVE FAMILY AT SUNDAY DINNER



PART III — THE DEVELOPMENT OF PRIMITIVE MUSIC

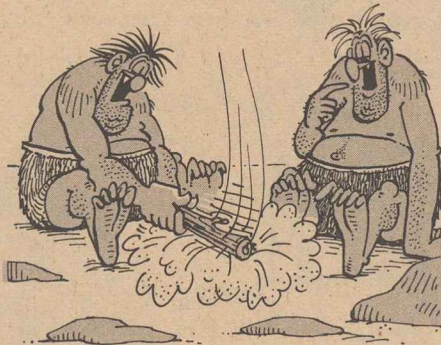
The first "instrument" was a big rock beaten rhythmically against the ground.

THUMP THUMP
THUMP THUMP



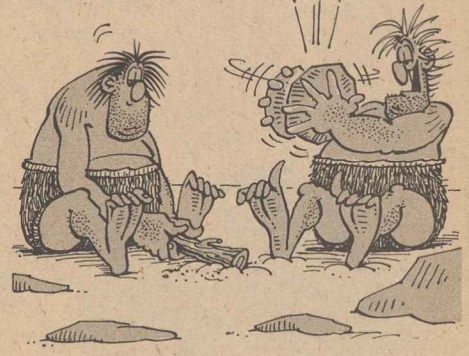
Next, a stout stick beaten against the ground was tried and accepted.

THWAK THWAK
THWAK THWAK



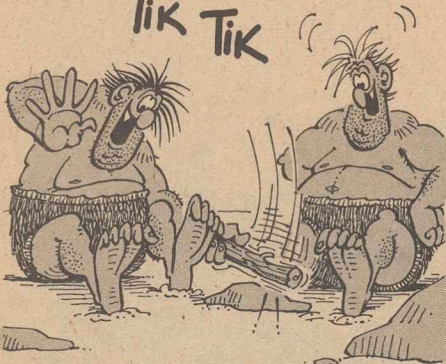
Hitting two small rocks together was the next innovation to be tried . . .

KLAK KLAK
KLAK KLAK



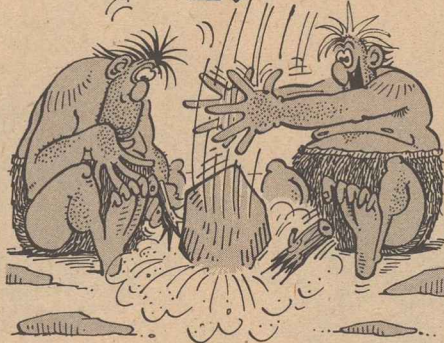
. . . which was followed by hitting a stout stick against a small rock . . .

TIK TIK
TIK TIK



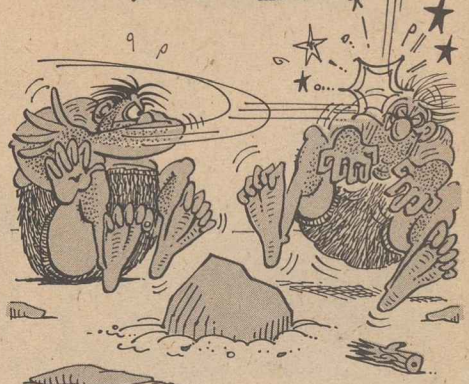
The next logical progression was a large rock against a stout stick . . .

KRAK



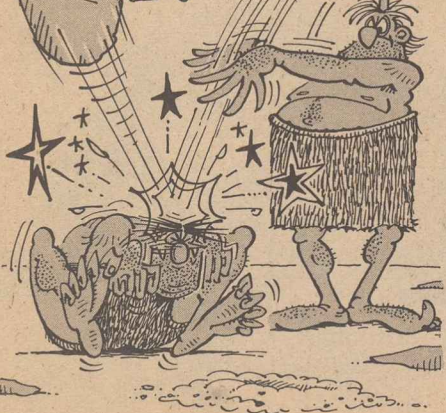
. . . which led to stick against head . . .

GLANK

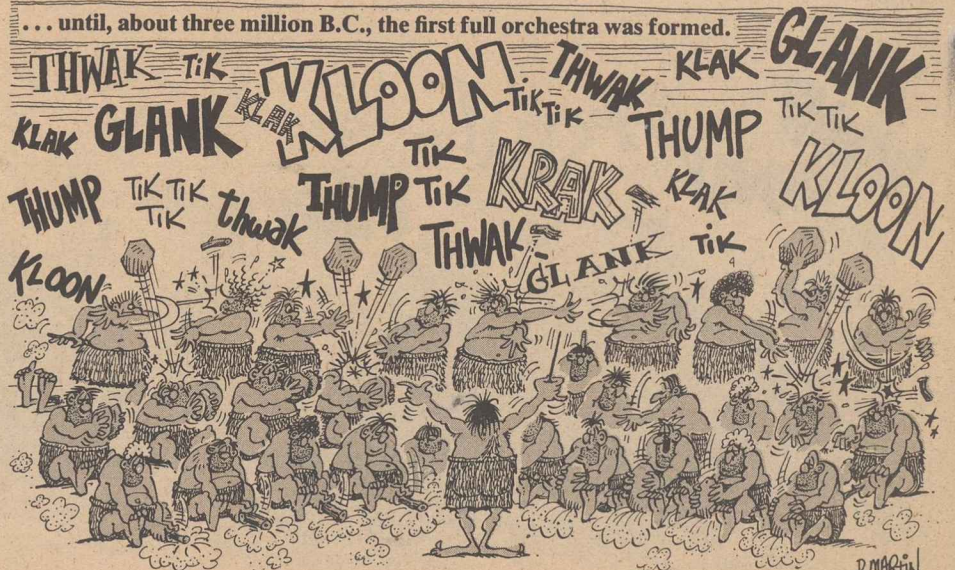


. . . which led to rock against head . . .

KLOON

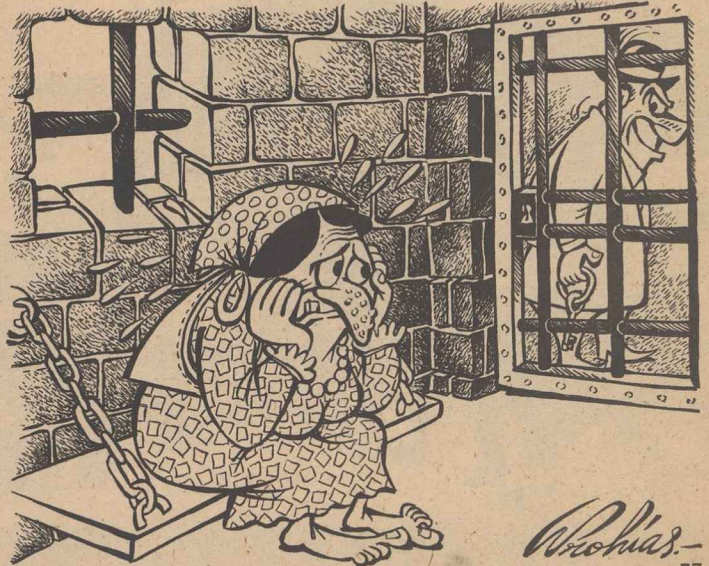
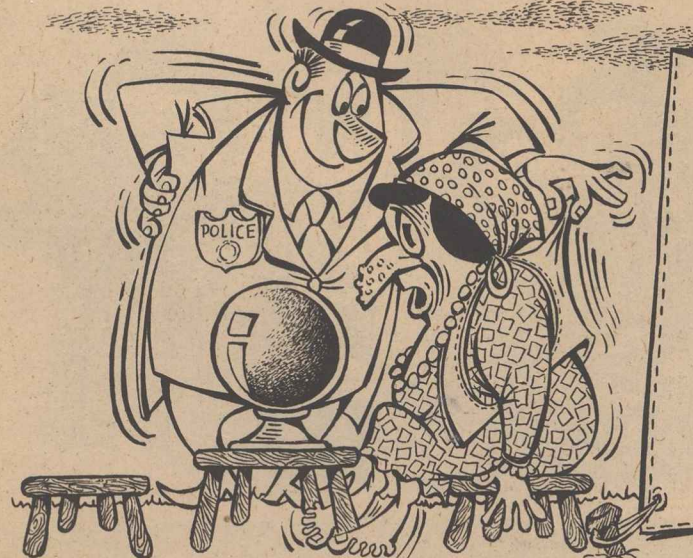
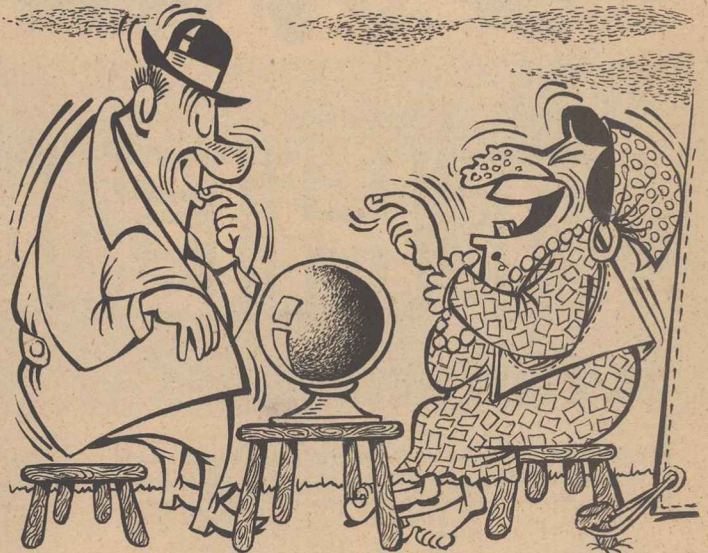
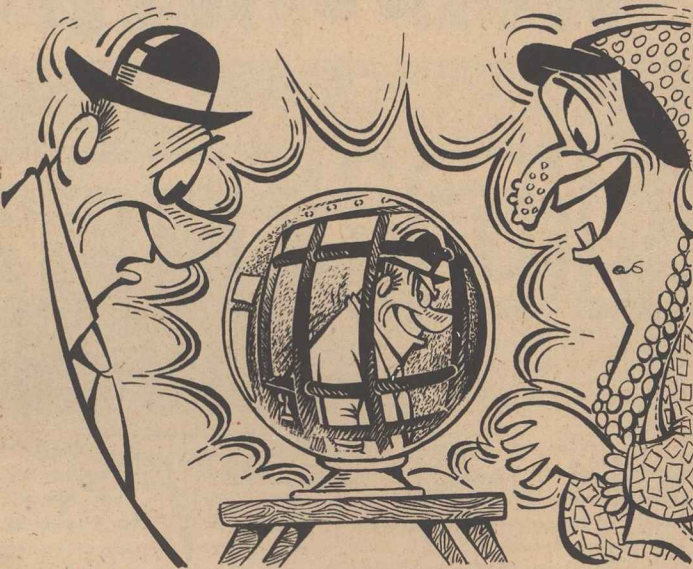
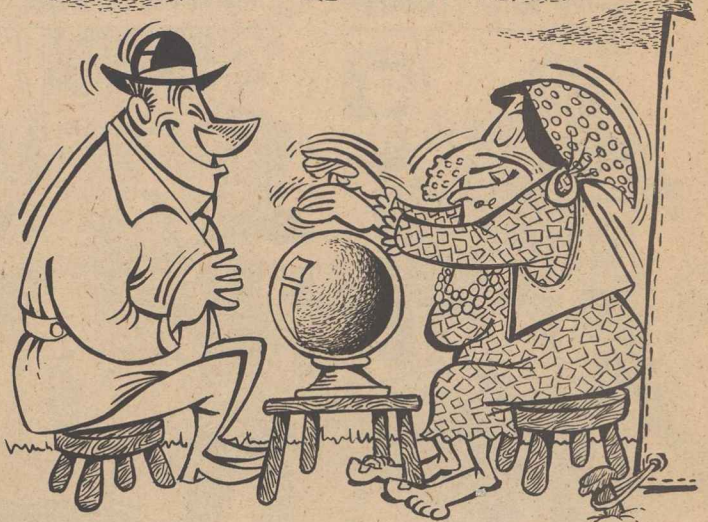
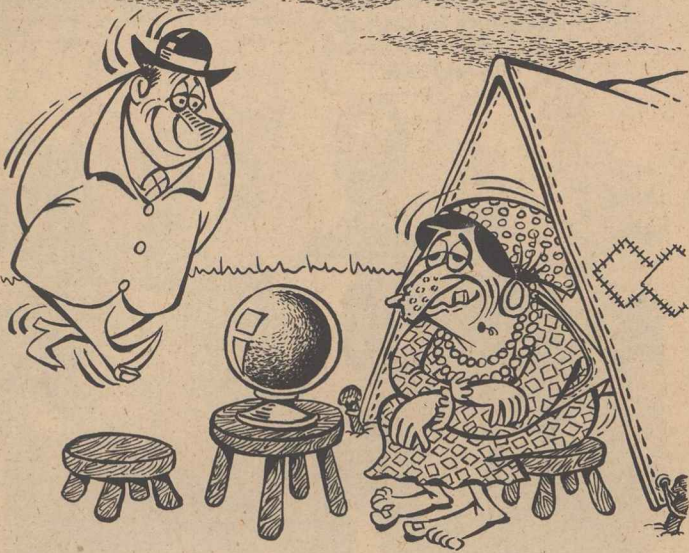


. . . until, about three million B.C., the first full orchestra was formed.



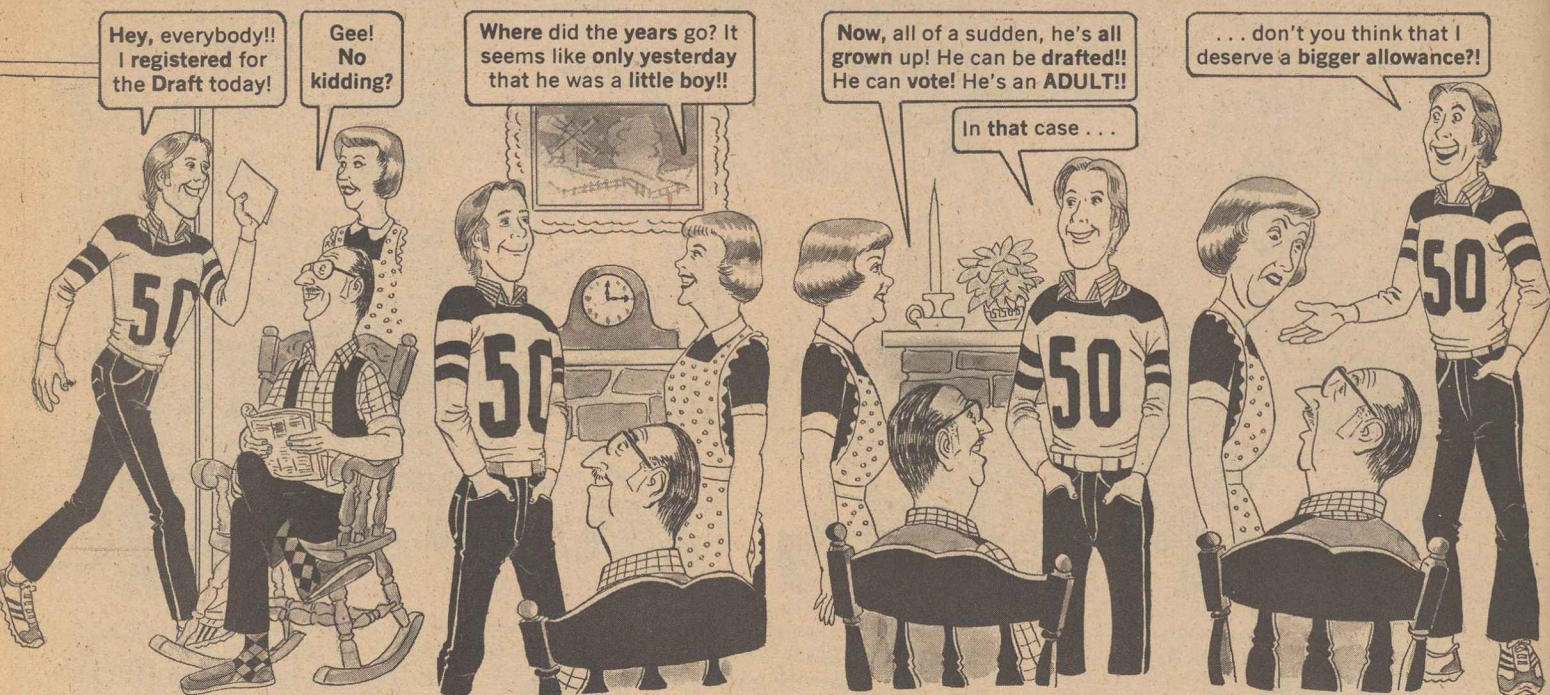
THE OLD BALL GAME

ARTIST & WRITER: ANTONIO PROHIAS



Prohias.

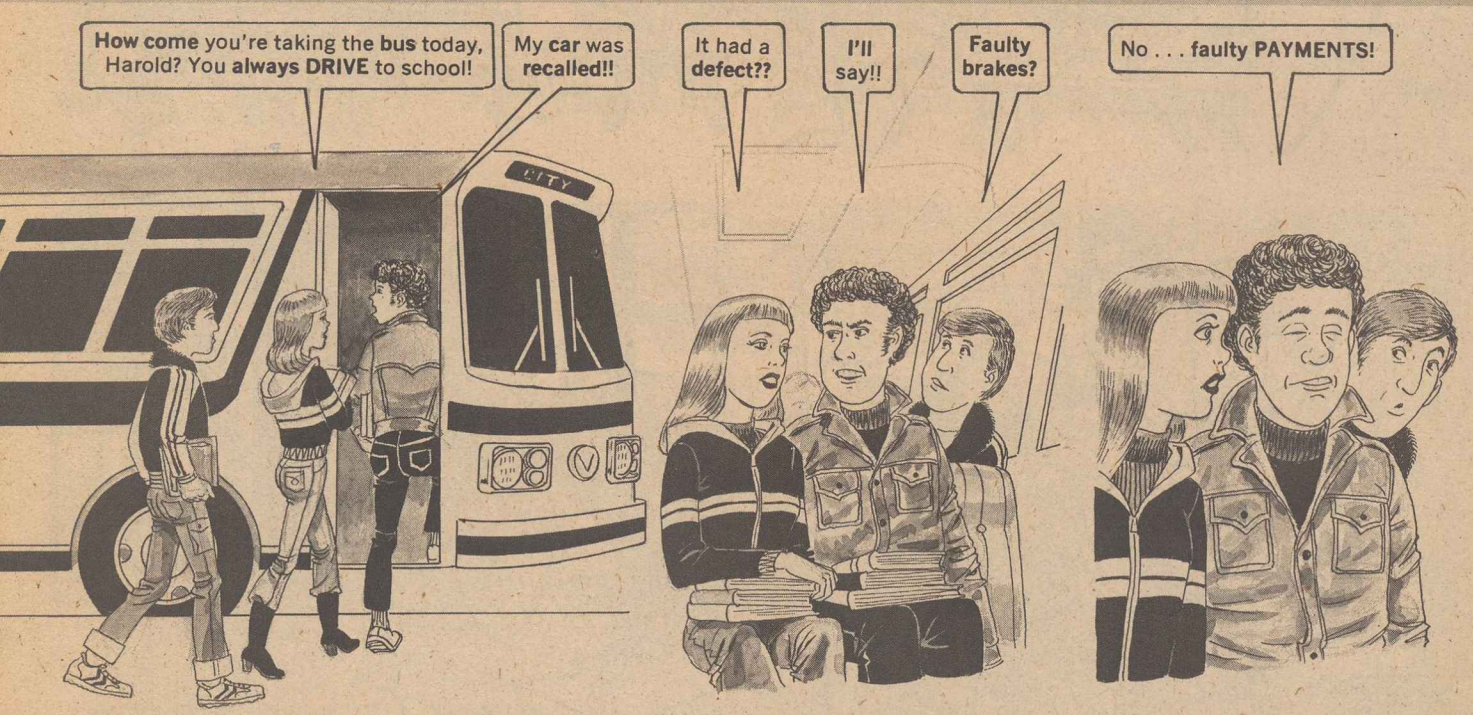
GROWING PAINS



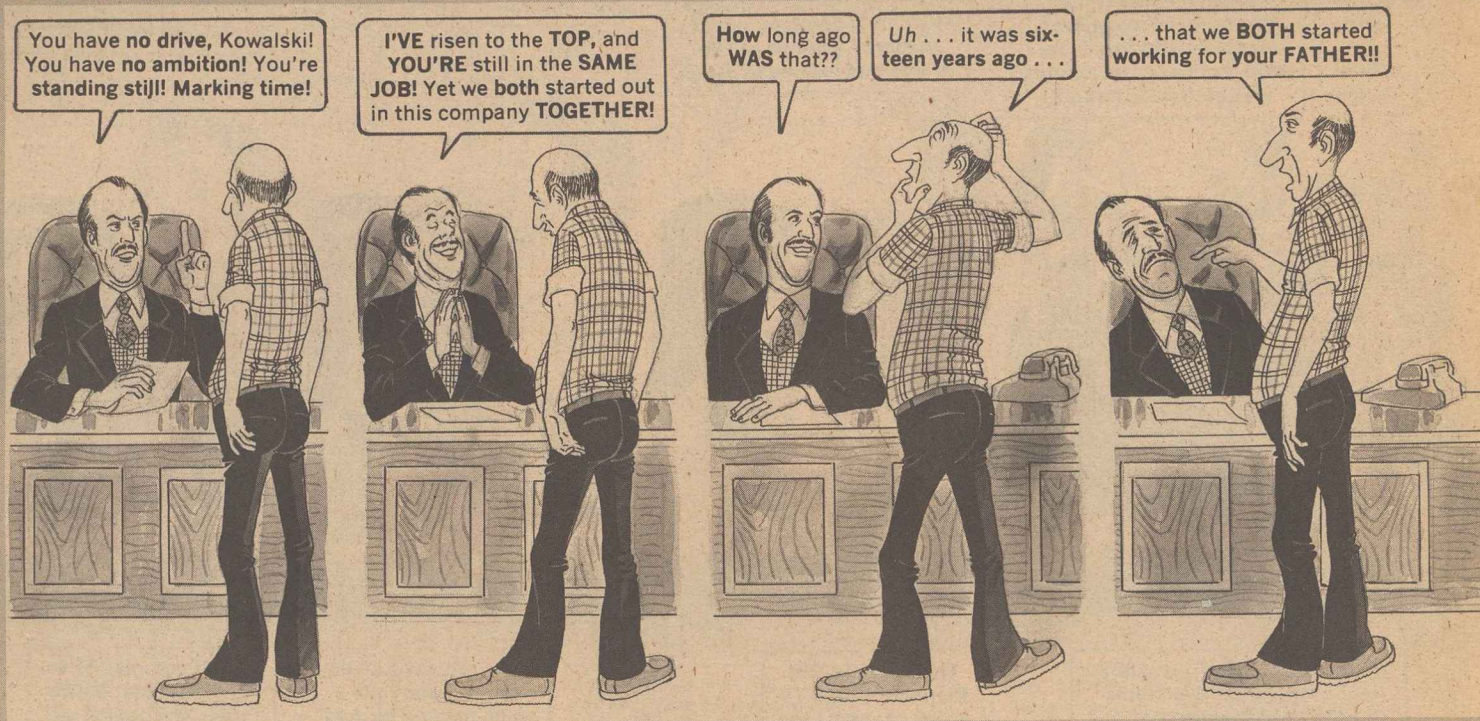
BERG'S-EYE VIEW DEPT.

THE LIGHTE

CAR OWNERS



SUCCESS



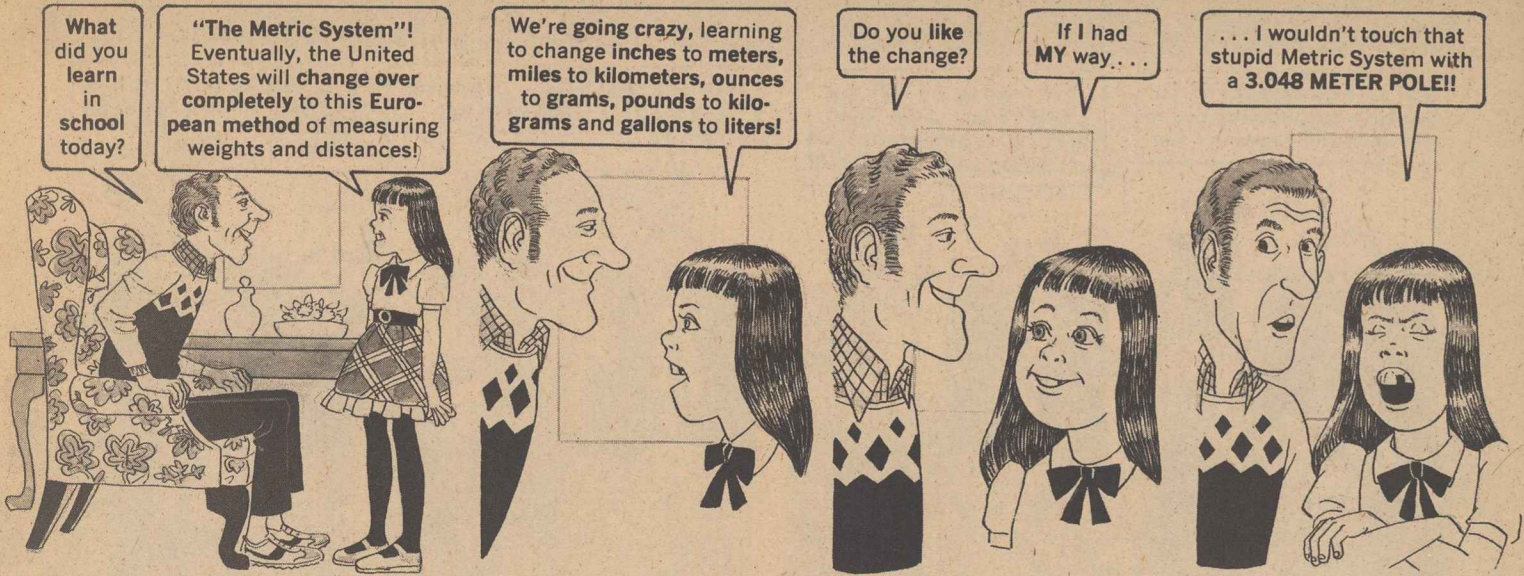
R SIDE OF...

ARTIST & WRITER:
DAVE BERG

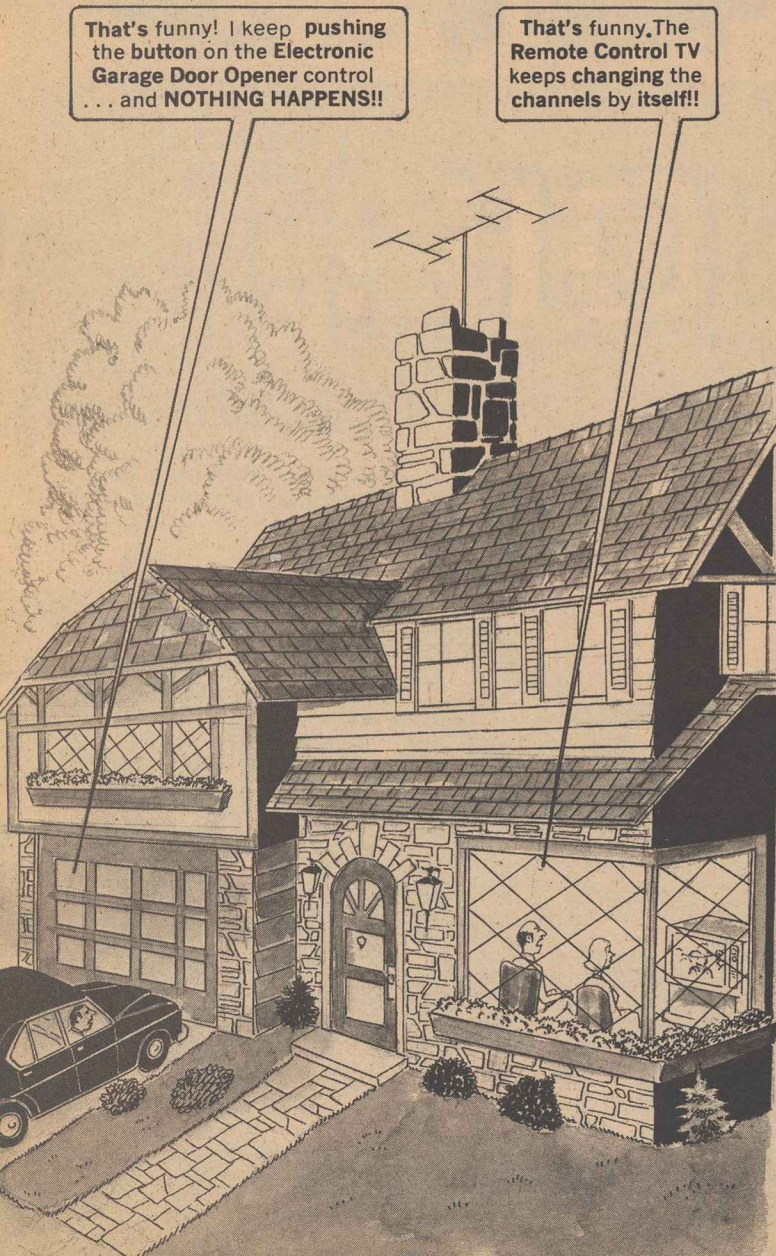
PARKING



EDUCATION



MODERN TECHNOLOGY



THE ENERGY CRISIS



INFLATION



MARRIAGE



SHOPPING

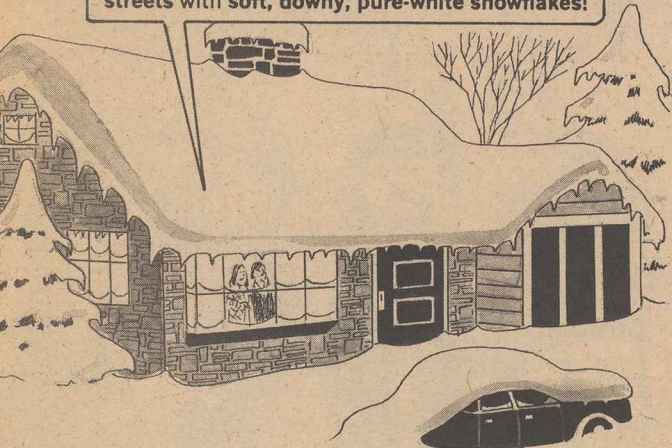


CHILDREN



WINTER

Bernard, come look out the window! It's a regular "Winter Fairyland"! It's as if the little fairies spent the night blanketing the trees, roofs and streets with soft, downy, pure-white snowflakes!



And with their magic wands, made the icicles sparkle like precious jewels!

About those little fairies of yours!

You think you could get those little stinkers to shovel the sidewalk and driveway now??!



ON THE JOB

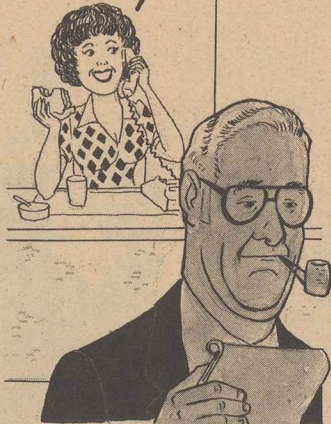
ROGER KAPUTNIK INC.

BING

Hello...? Oh, hi, Janet!

Listen, Janet, I can't talk now! I'm on my LUNCH BREAK!

Call me back during business hours when I have more time, and we can have a long chat!

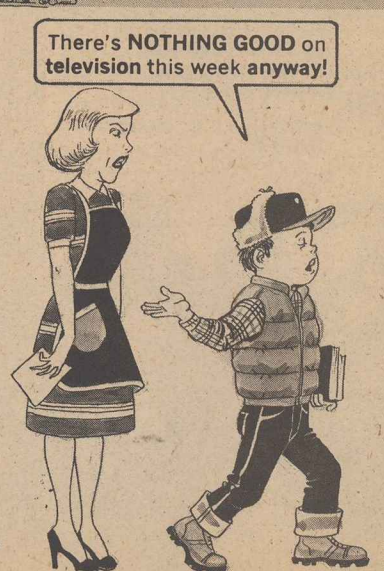
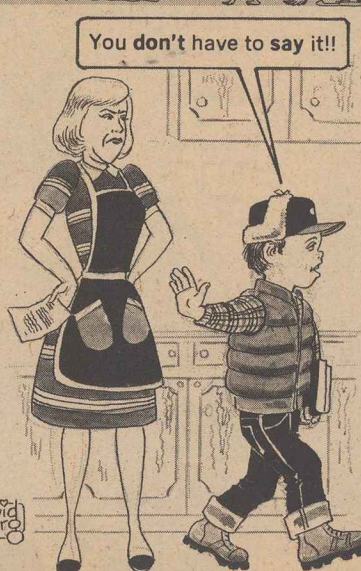
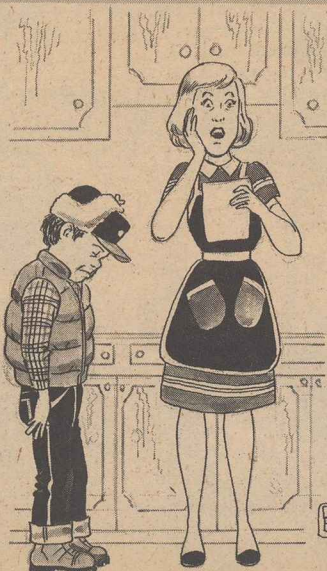


DISCIPLINE

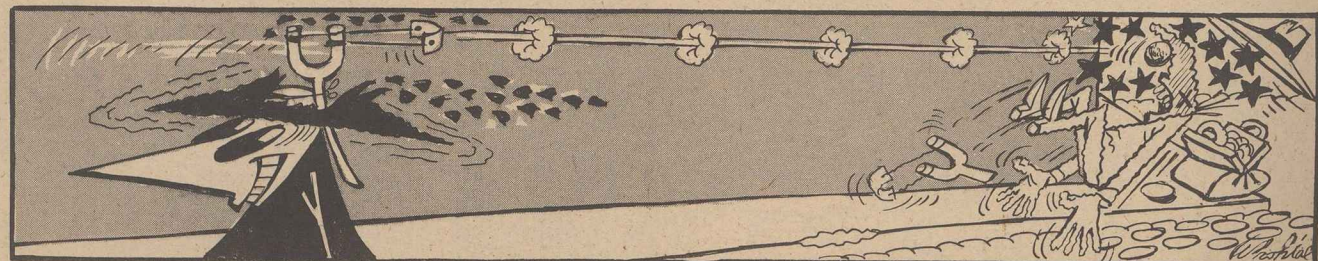
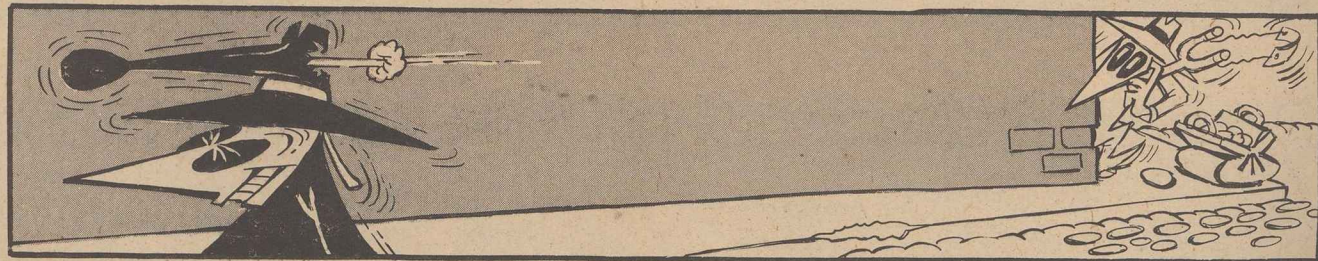
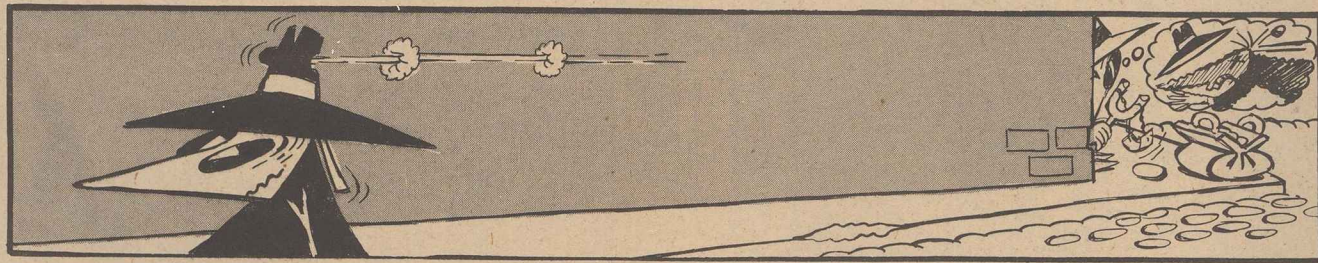
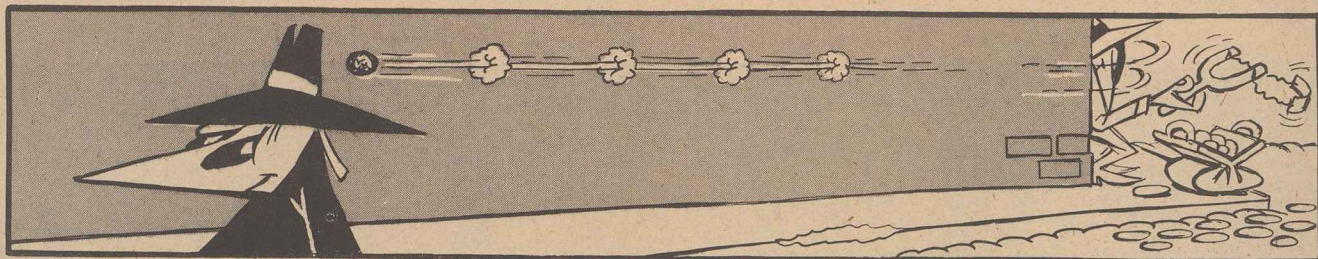
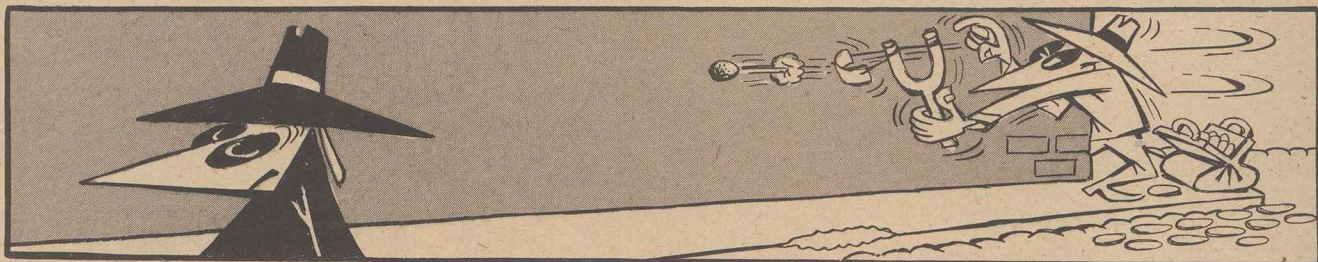
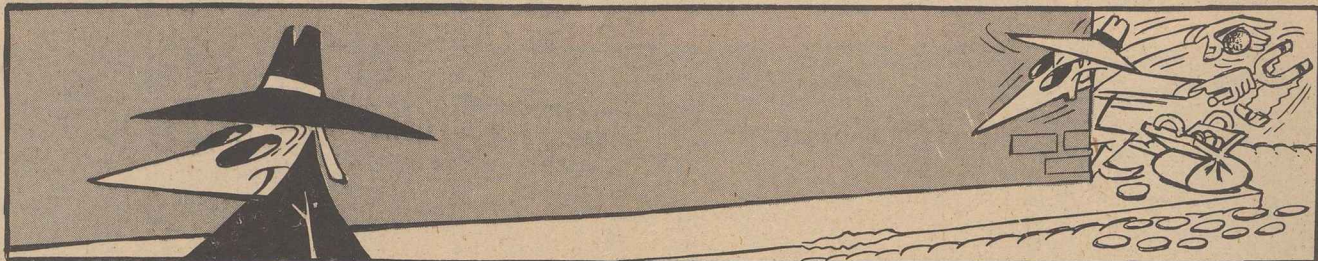
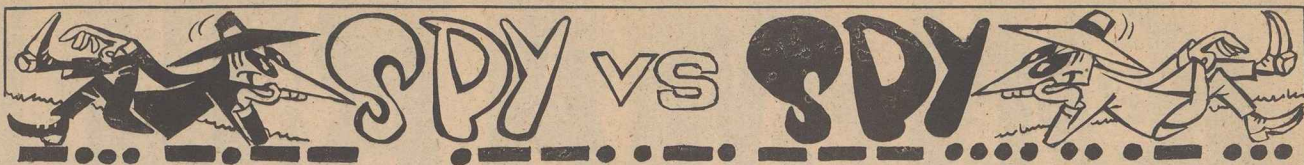
Uh... my Teacher sent home a note!

You don't have to say it!!

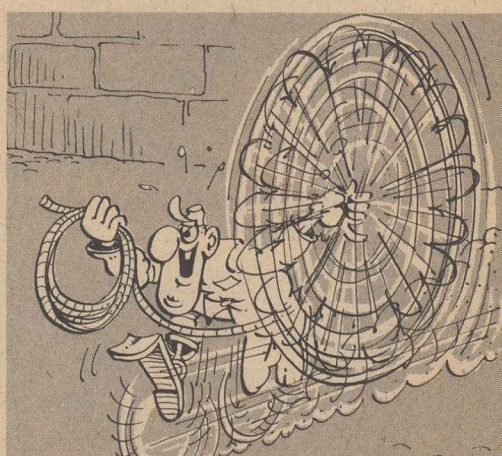
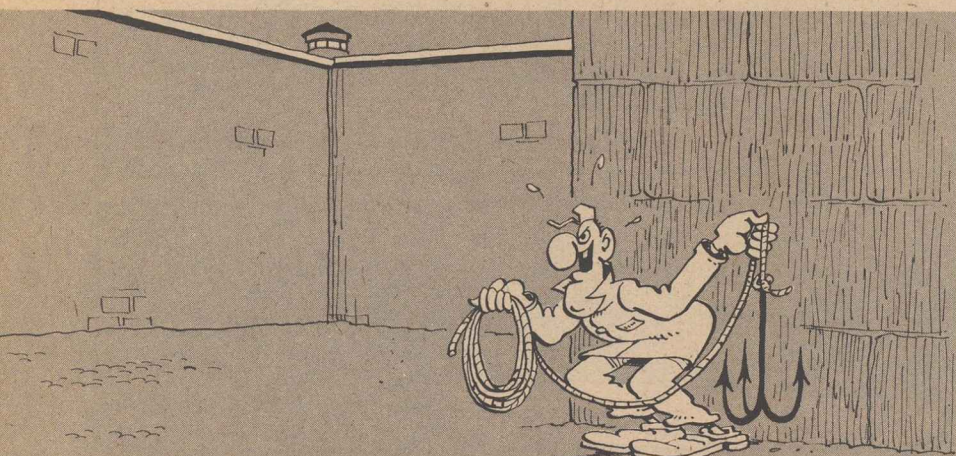
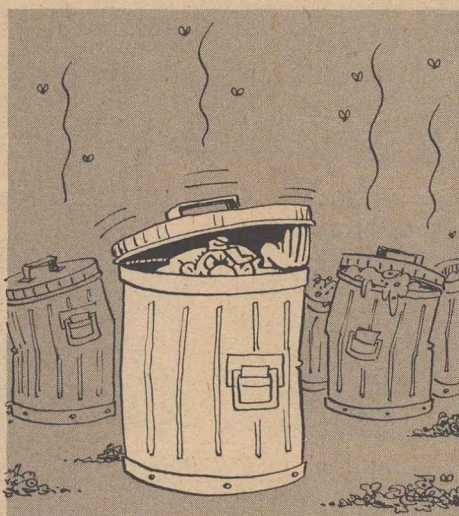
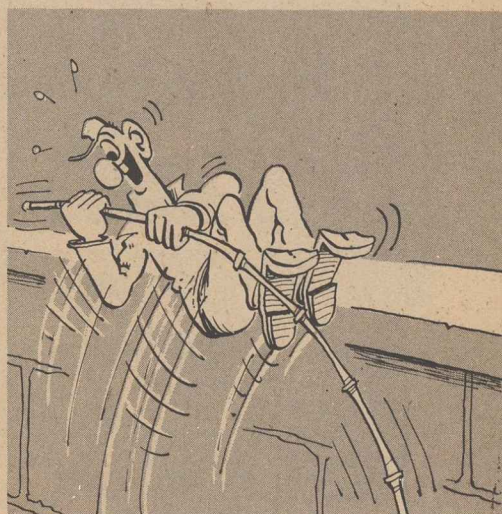
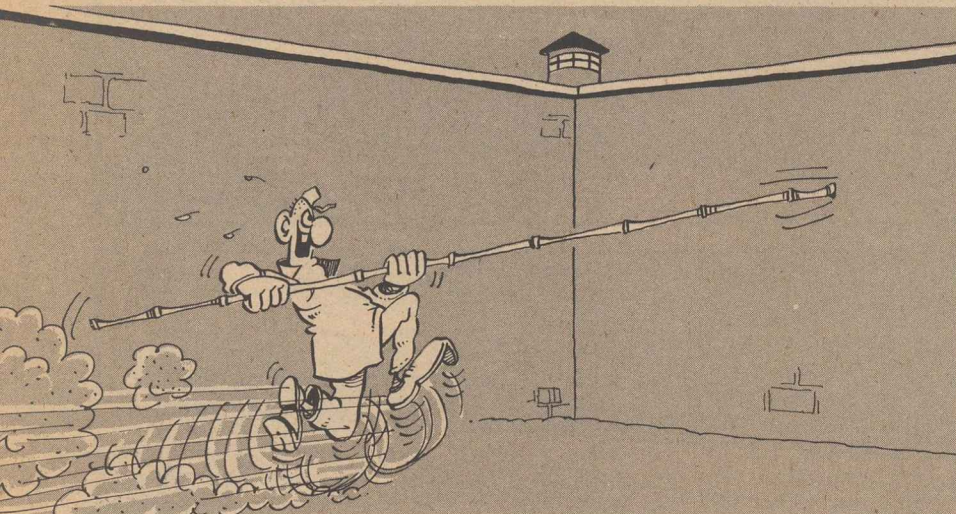
There's NOTHING GOOD on television this week anyway!



David Berd

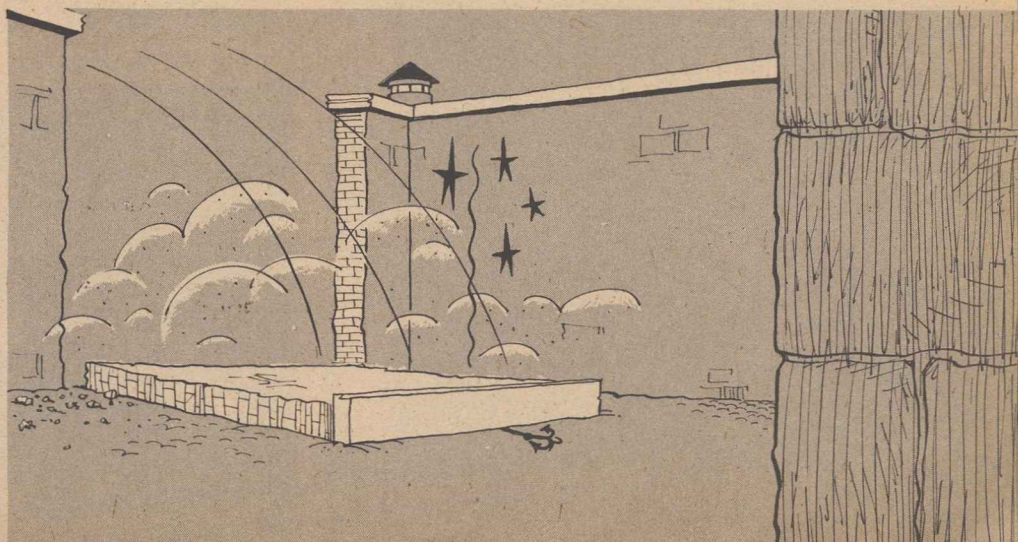
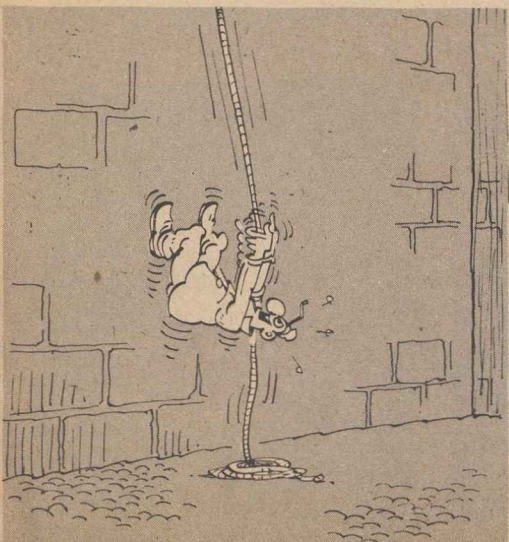
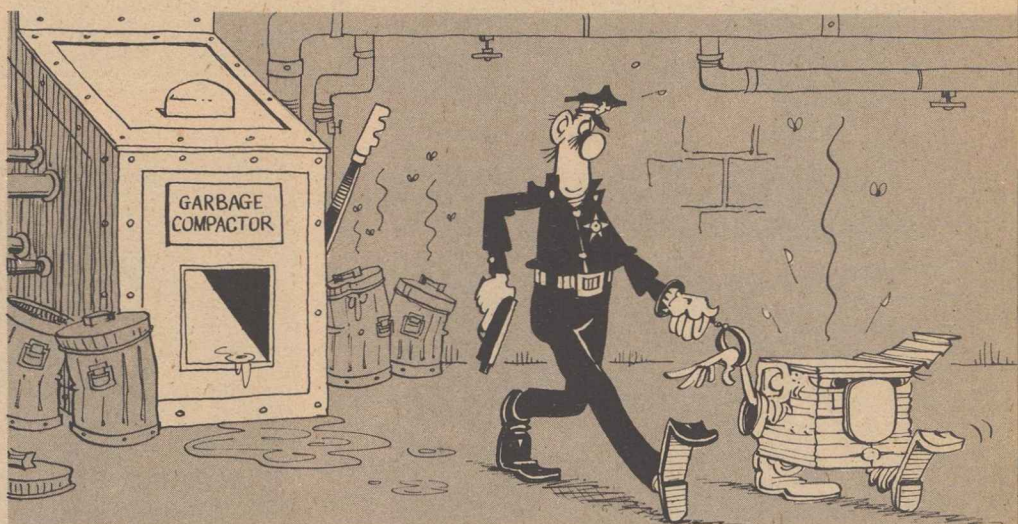
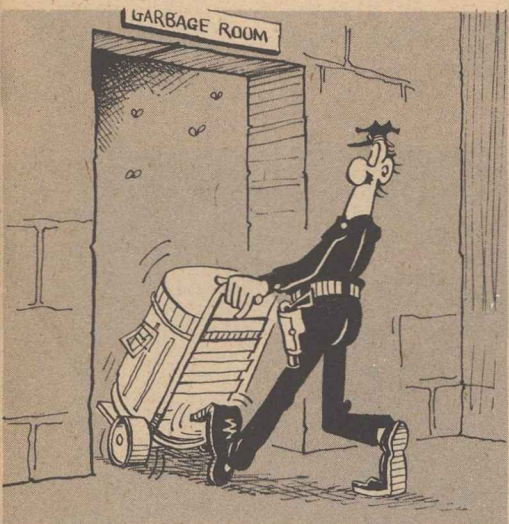
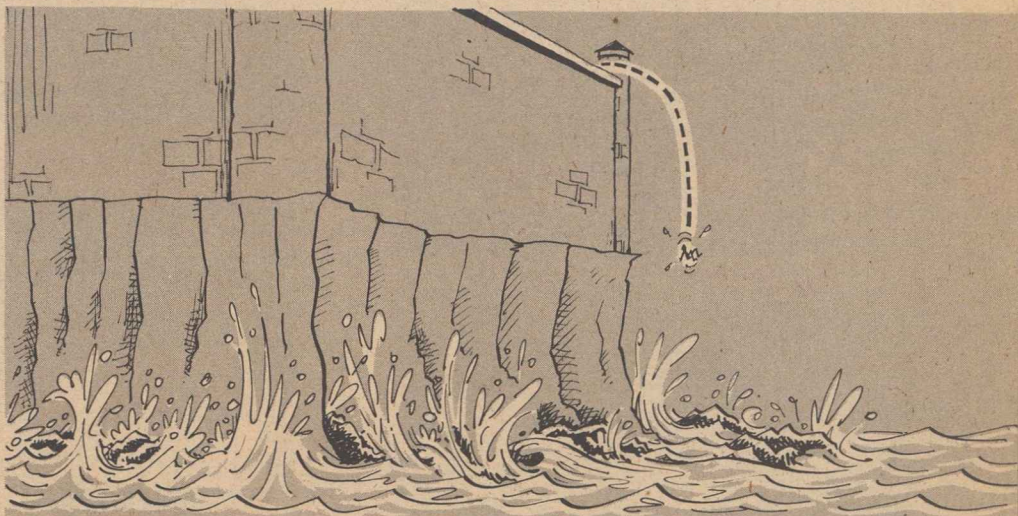
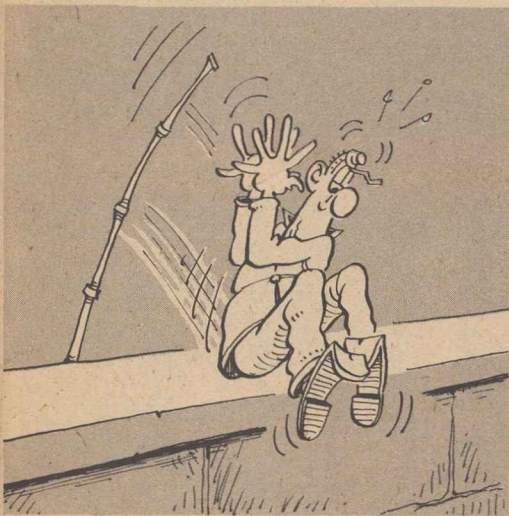


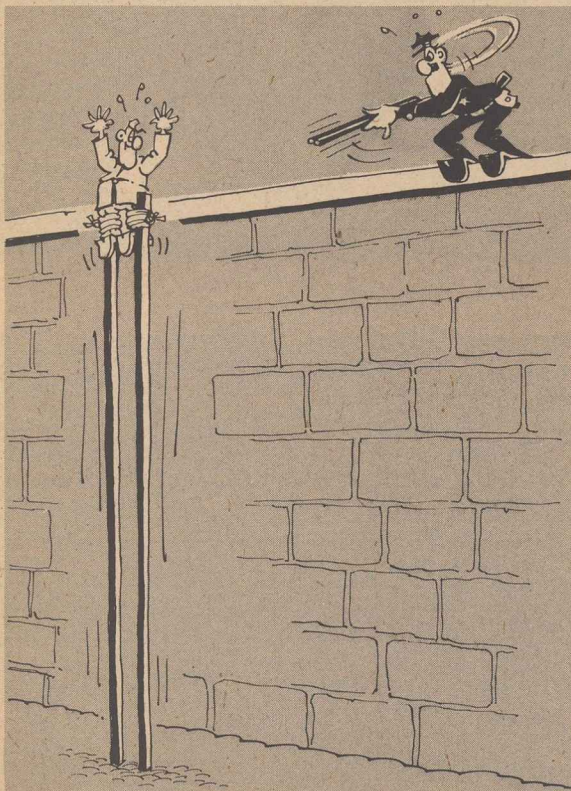
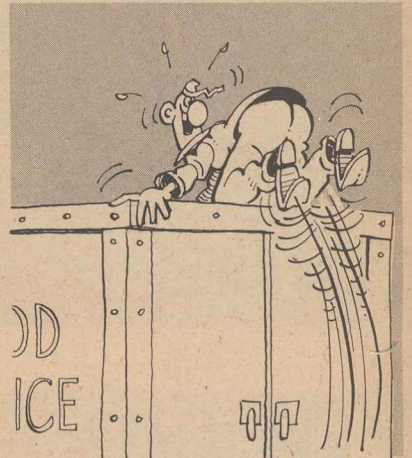
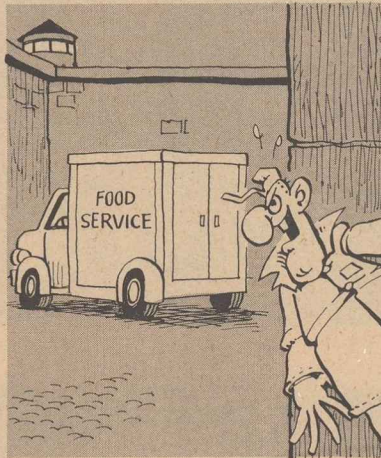
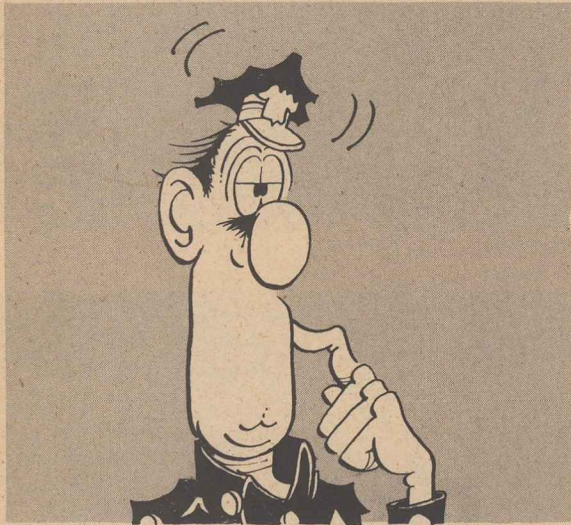
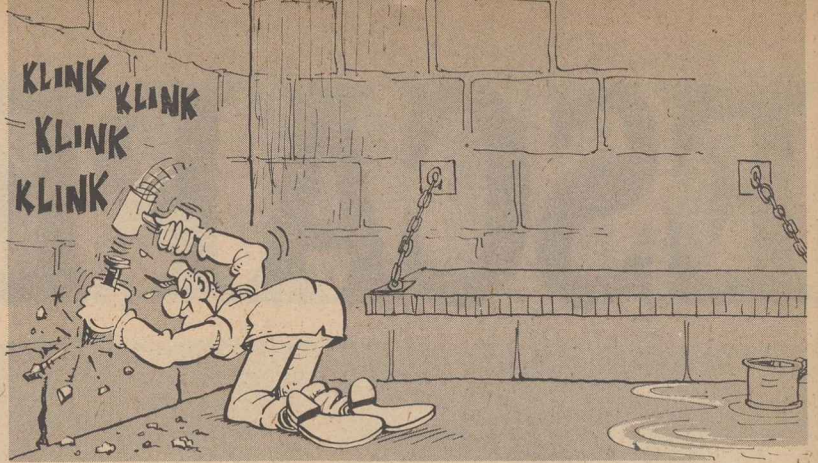
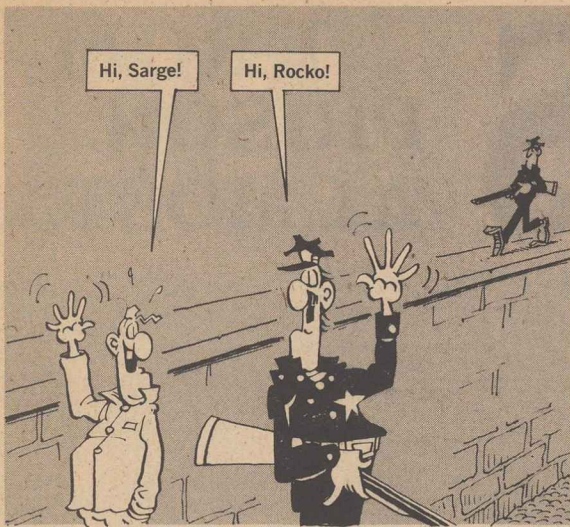
DON MARTIN

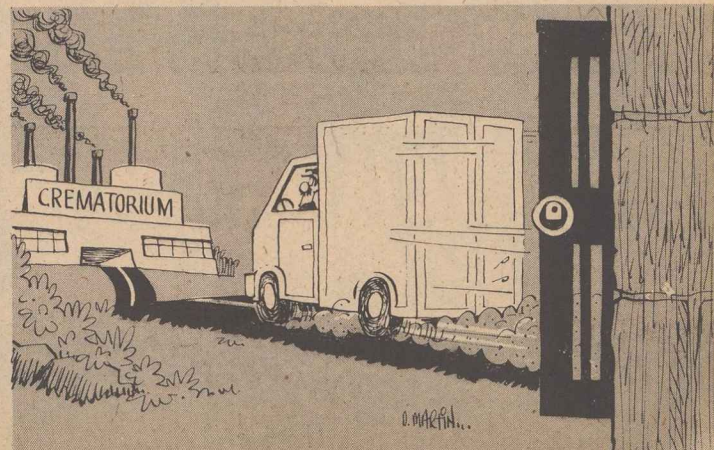
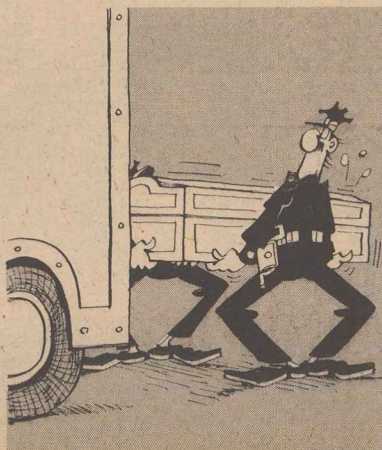
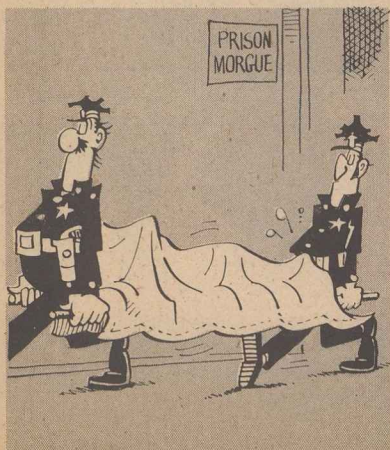
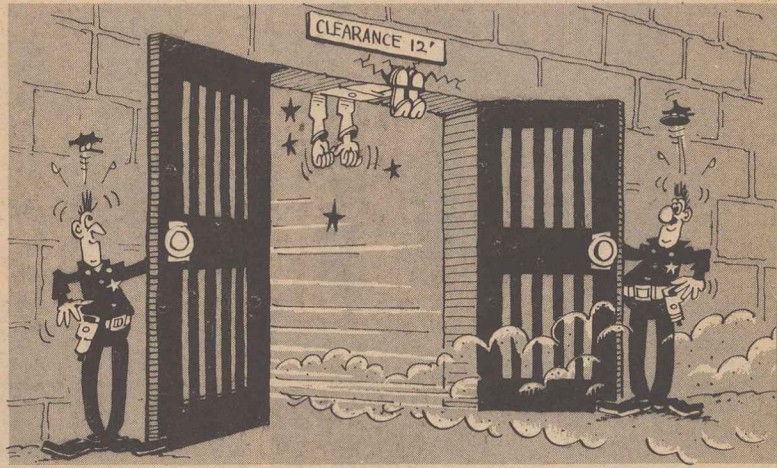
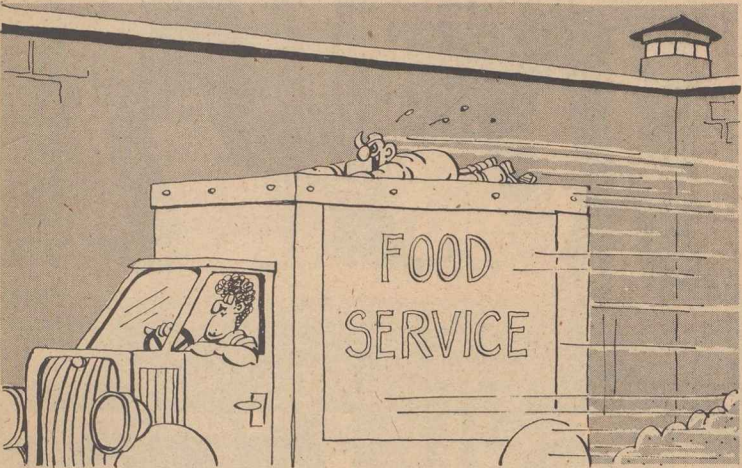
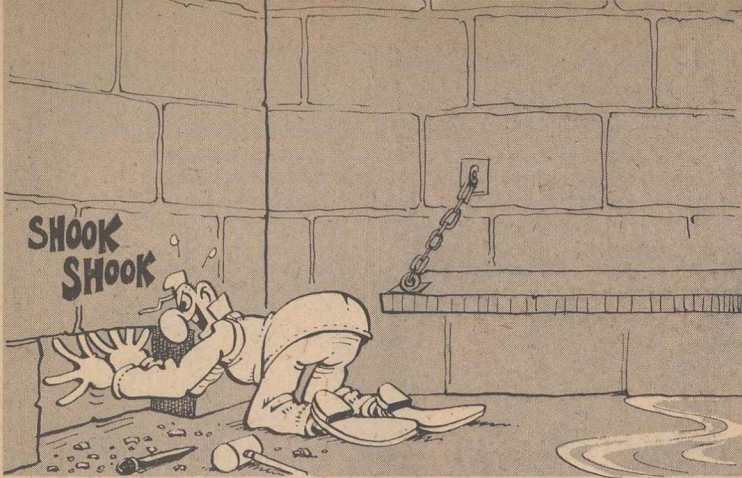


ESCAPES

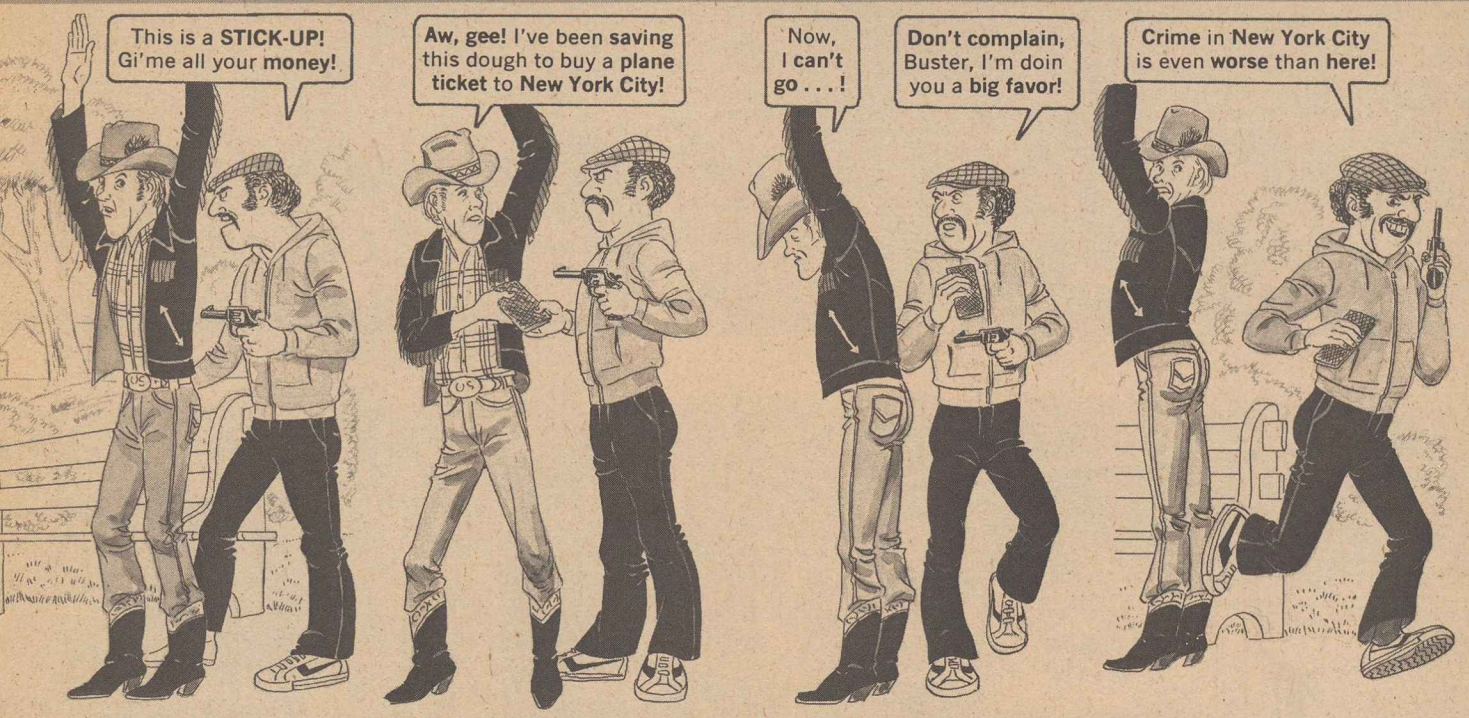
...FROM
PRISON...
ALMOST!







CRIME IN THE STREETS



BERG's-EYE VIEW DEPT.

THE LIGHTS

SPORTS



THE ENERGY CRISIS



When our Clothes Dryer broke down, my Husband suddenly became a "conservationist"! So he had a Solar Energy System installed to dry our clothes!

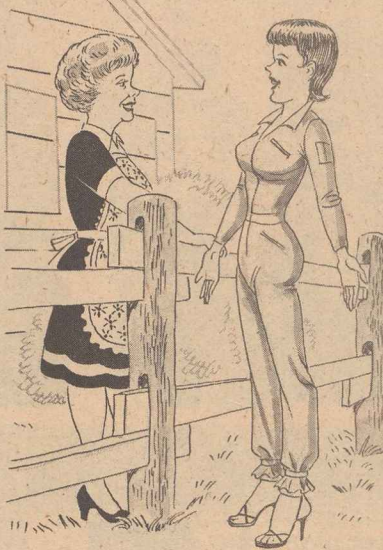
It saves on electricity ... and it works very efficiently!

No kidding?! Gee, it must have cost him a small fortune!

Not really! He only laid out \$5.98!

What sort of Solar Energy Device can you get for \$5.98!?

A 30-foot length of ROPE, and a dozen CLOTHES PINS!



R SIDE OF...

ARTIST & WRITER:
DAVE BERG

KIDS

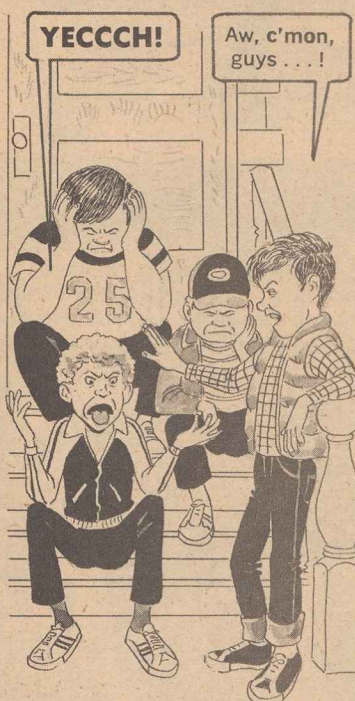
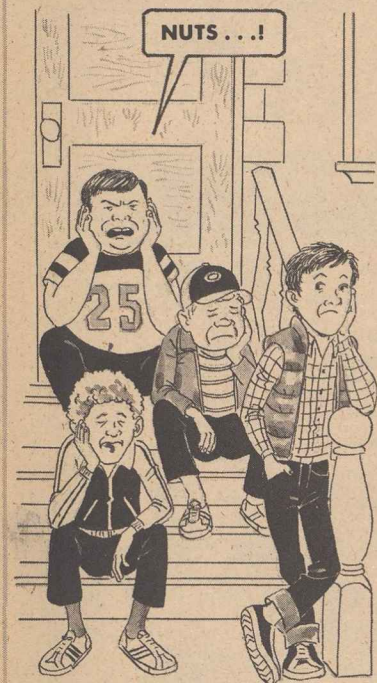
NUTS ...!

PHOOEY ...!

YECCCH!

Aw, c'mon, guys ...!

I thought we weren't gonna talk about school!



MEDICAL GADGETS



They have hearing aids that fit into your ear so no one knows you've got one on! So why are you wearing that old-fashioned type with the wire hanging down . . . ?

I can't afford the new kind! But this one works very well . . . even though it's broken! This one makes me hear better!!

That's ridiculous!! How can you hear better with an old-fashioned, broken hearing aid . . . ?!?

Because when people see it, they do what you're doing now!!

They talk louder!!



THE WEATHER

Gee . . . it's an AWFUL DAY!!

Sorry, kids, but I can't send you out in weather like this! You're NOT going to SCHOOL today!

See how WRONG you were?! It's a BEAUTIFUL day!!



CRIME IN THE HOME

Quick, Harold . . . call the Police! There's a CROOK trying to rob us!

What makes you say that?!

I HEAR him . . . walking around on the ROOF!

Oh, that's just Al, the TV Repair Man! He's fixing our antenna!

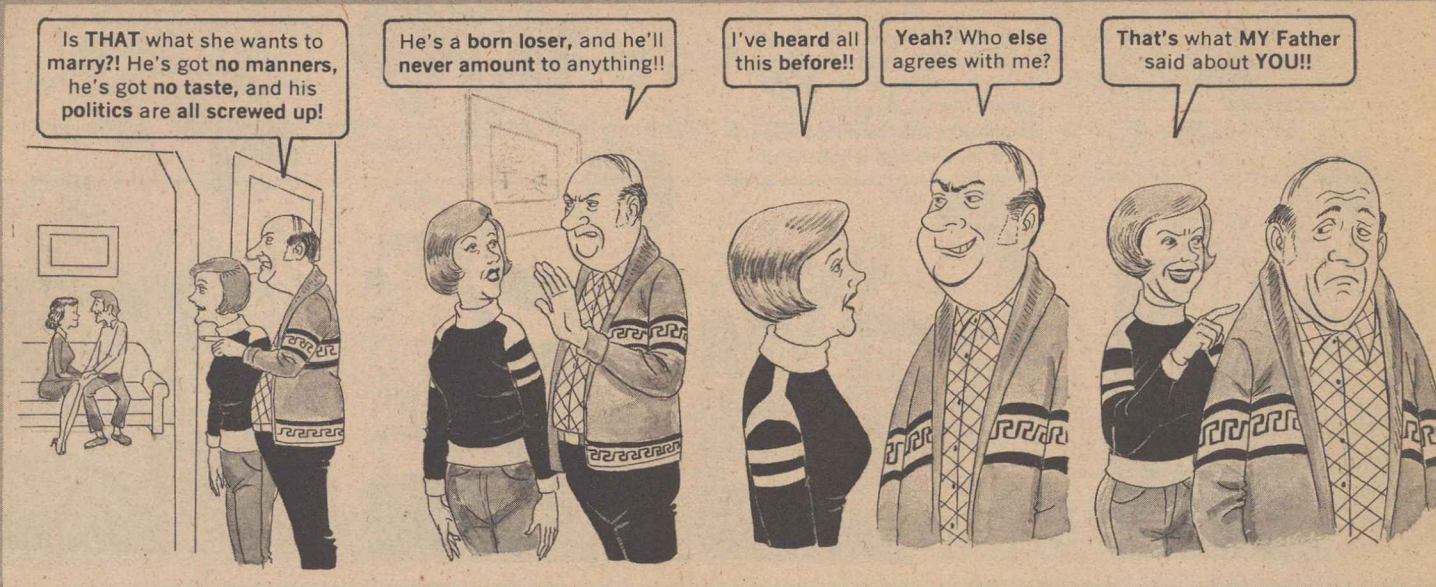
Him again!! And how much did he estimate THIS job is going to cost us?

About 70 or 80 bucks!

Like I said . . . there's a CROOK on the roof!!



THE FAMILY



JOGGING



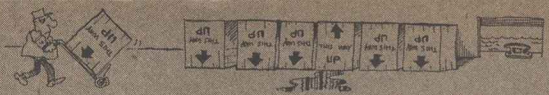
THE ECONOMY



HOUSE PLANTS



HEALTH



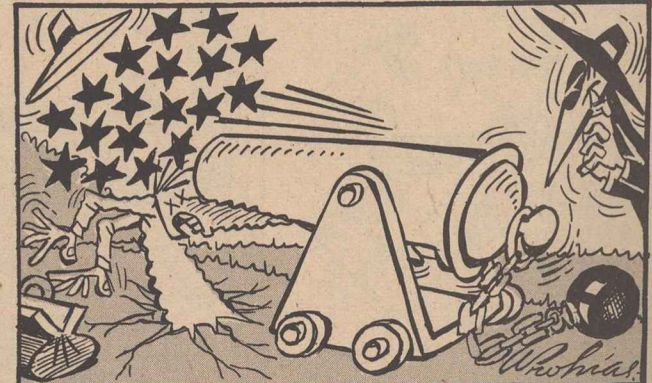
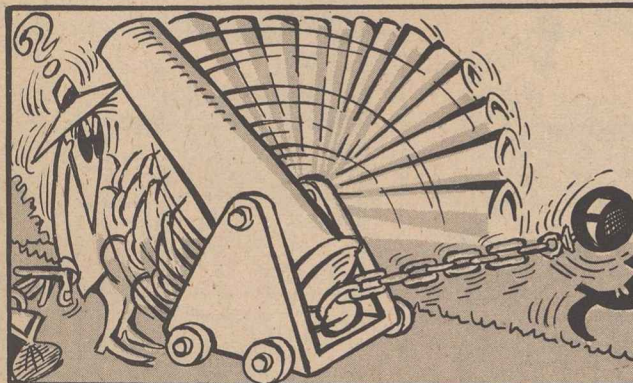
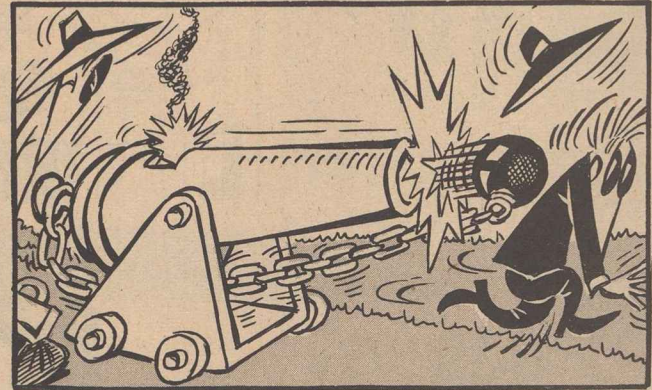
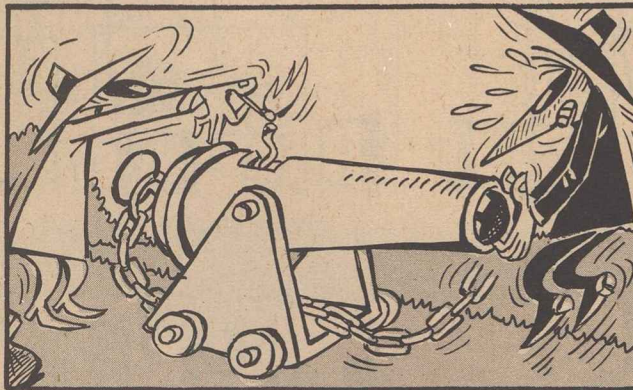
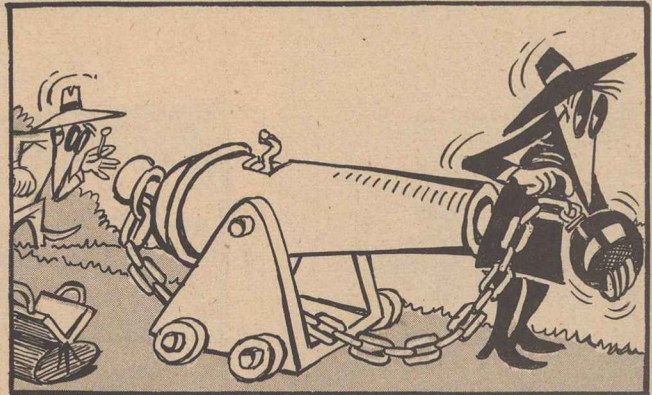
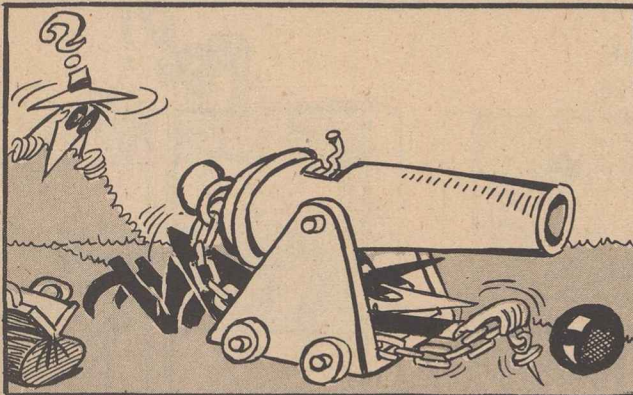
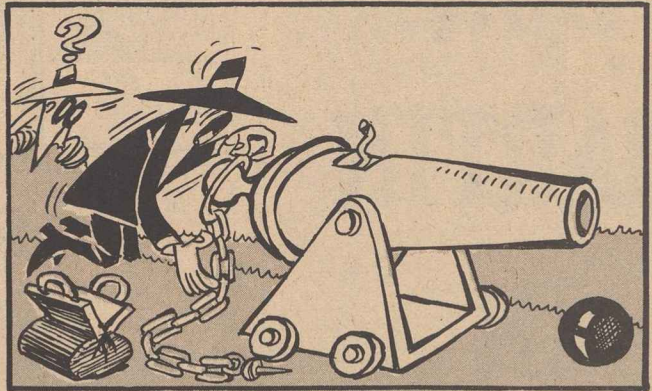
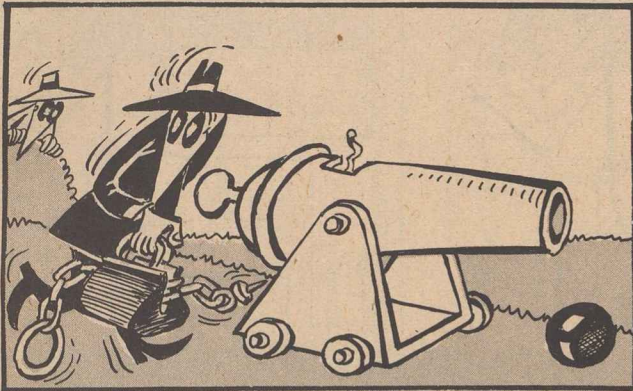
TOYS



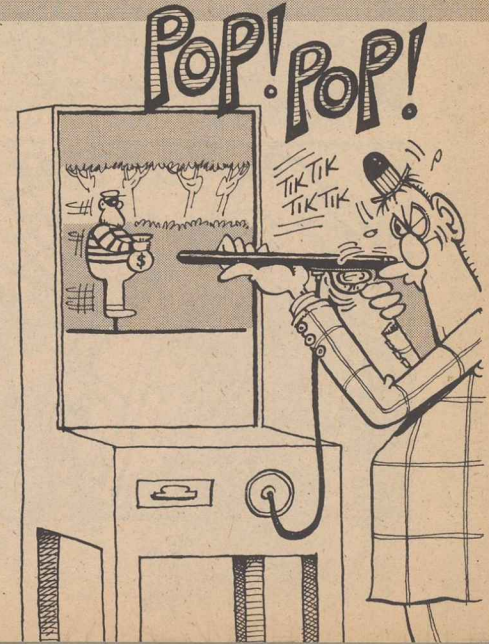
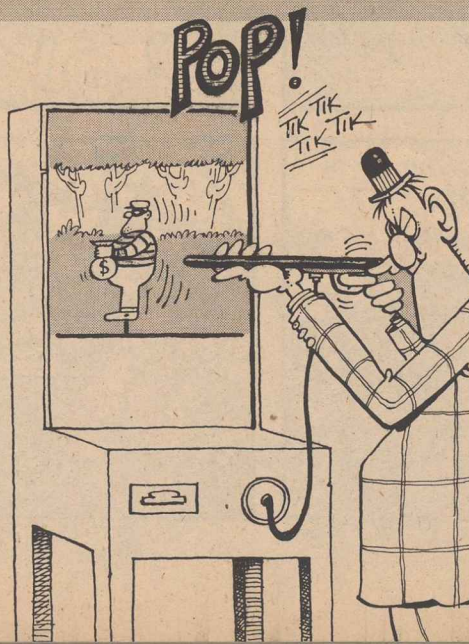
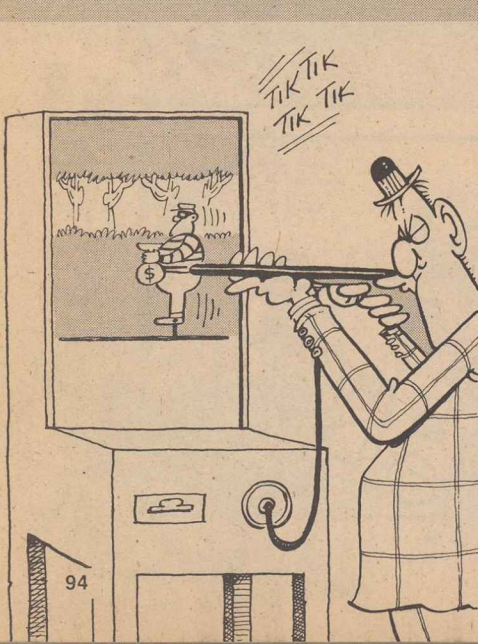
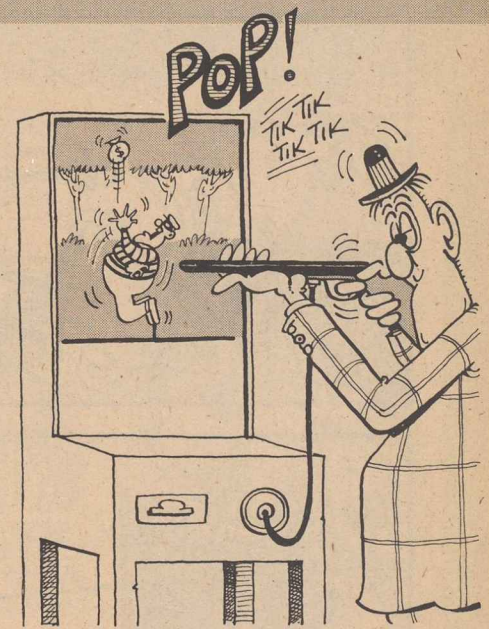
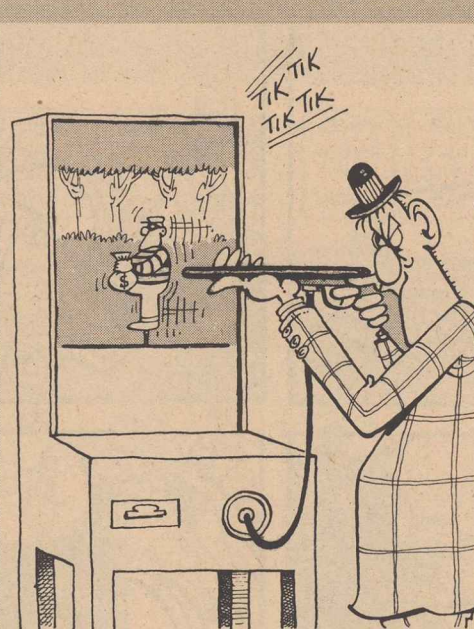
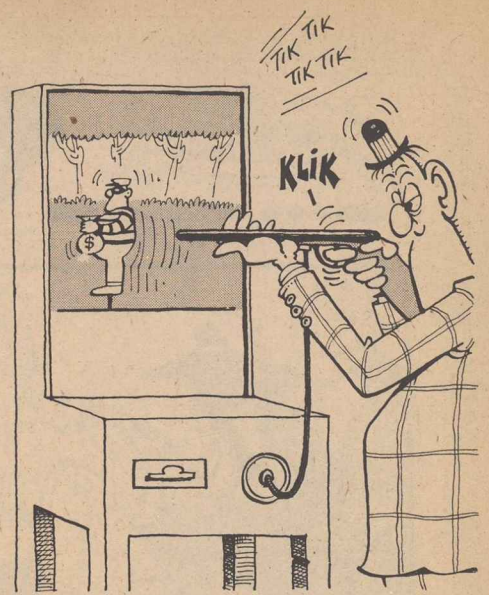
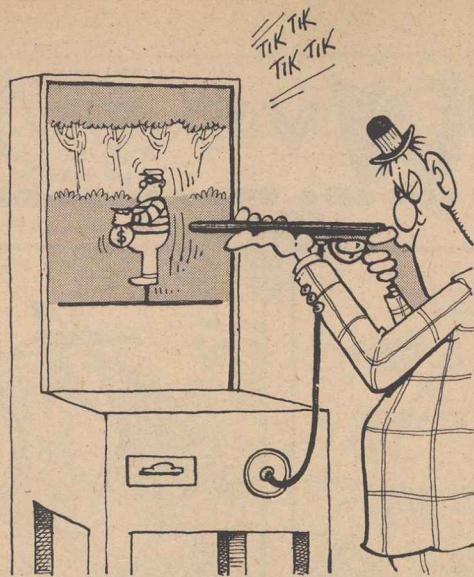
FURNITURE



SDY VS SDY



DON MARTIN IN A PLAY- LAND



TIK TIK
TIK TIK

Rats! The trigger's jammed!

KLIK KLIK
KLIK

TIK TIK
TIK TIK

Ahh! Now it's working!

POP!

TIK TIK
TIK TIK

TIK TIK
TIK TIK

TIK TIK
TIK TIK

GASP!

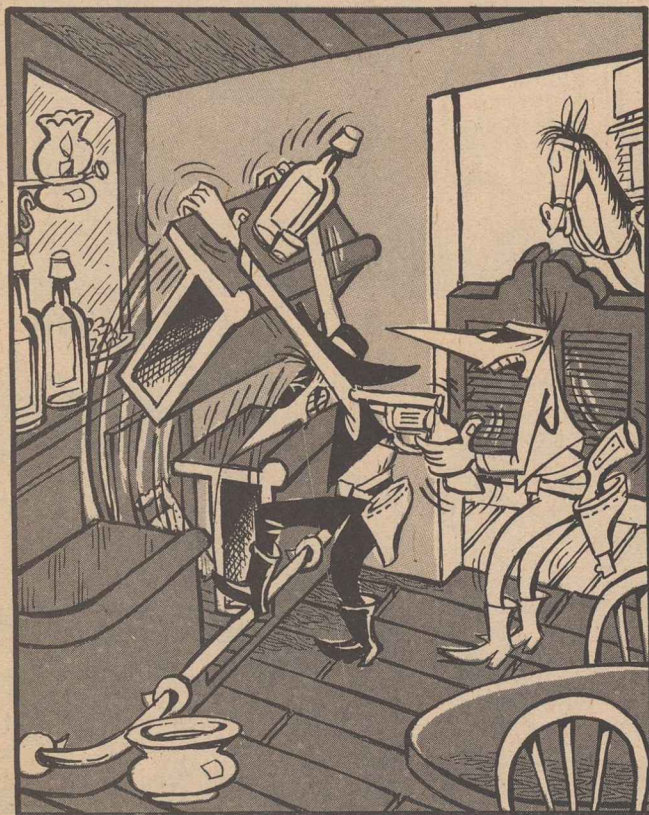
POP! POP! POP!
TIK TIK
TIK TIK

TIK TIK
TIK TIK

BLOOM
BLOOM

D. MARTIN

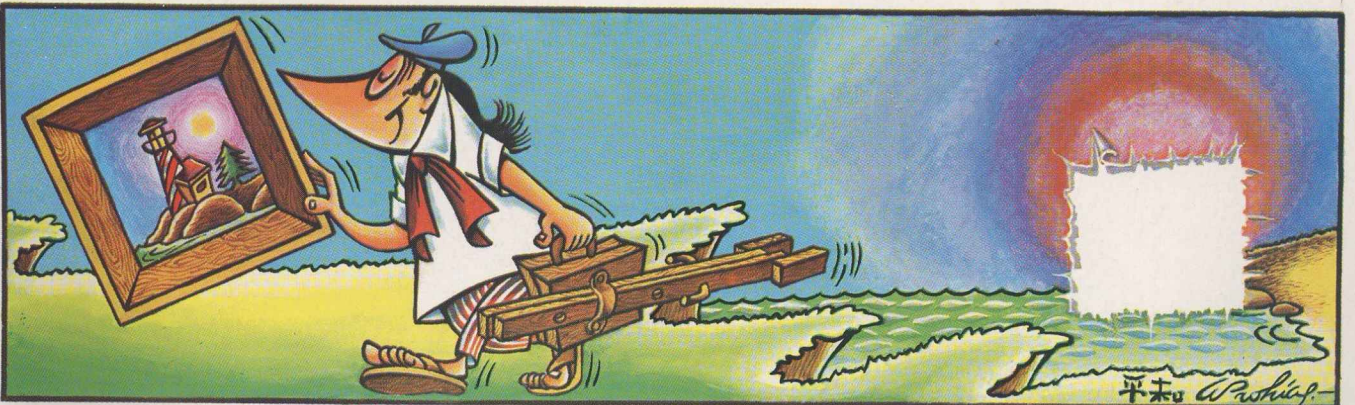
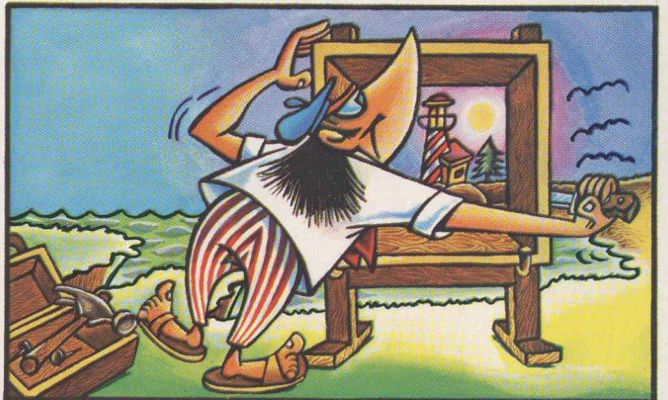
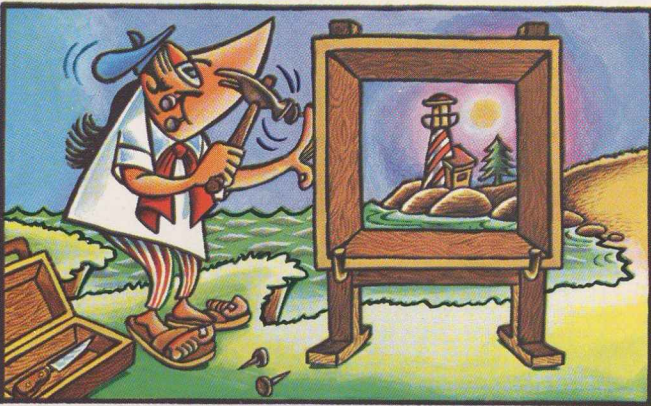
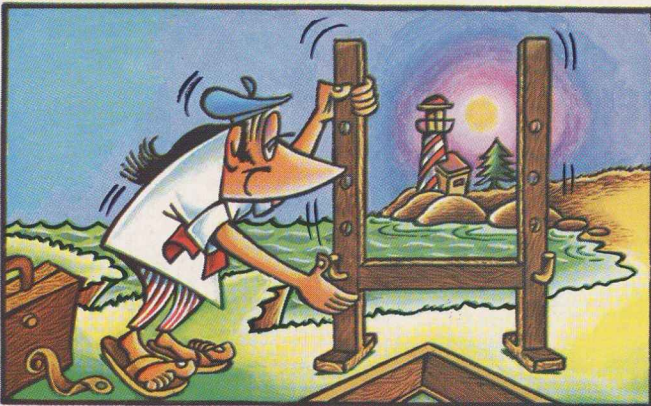
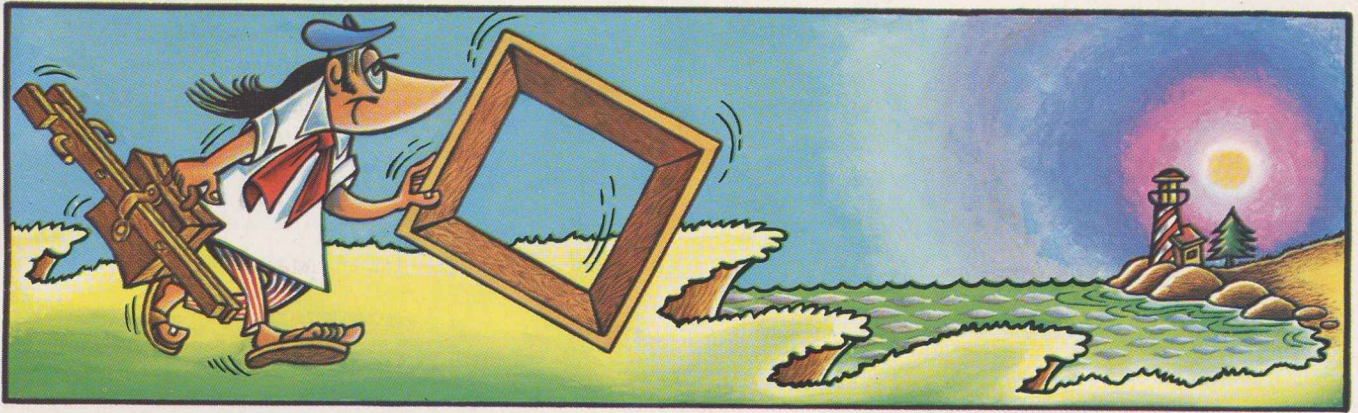
SDY vs SDY



Wohla!



THE ARTIST



ANOTHER



SCENES WE'D LIKE TO SEE

(THE FROG PRINCE)

